

Commissioners Hold Open Forum On How To Prepare For Senate Inquiry

By JOHN BURRIDGE

Under the shadow of a forthcoming Senate investigation of insurance regulation in the states, National Assn. of Insurance Commissioners began last week to fashion an affirmative but realistic outline of things to be done. Members of the NAIC committee on preservation of state regulation and the federal liaison committee, both headed by McConnell of California, met in Chicago to determine whether NAIC should develop a policy of dealing with inquiries from the investigating committee staff and to determine if there might be some way of keeping the scope of the inquiry within reasonable bounds.

The discussion on all phases of this problem, one which could be crucial for insurance supervision, was remarkably candid. The commissioners, naturally, do not welcome being put in the spotlight, but they realize that it is the right of Congress to check up on what has happened in 10 years

of operation under public law 15. The real concern is that the inquiry will develop into a witch hunt and shoot out in all directions.

Hope was voiced by several commissioners and industry representatives that it will be possible to visit with members of the committee and persuade them, before hearings begin, to confine the matters under review to those of anti-trust and monopoly. **Fifteen Commissioners Attend**

The high ranking importance of the forthcoming investigation by the Senate judiciary anti-trust subcommittee was evidenced by the number of commissioners—about 15—who were on hand at the Chicago meeting and their desire to discuss the matter among themselves and with the advice of the industry. The industry representatives included Health Insurance Assn., National Assn. of Independent Insurers, American Mutual Insurance Alliance, and American Life Convention.

It was agreed generally that not

too much time can be lost, because the Senate committee staff is already sending out letters of inquiry and making visits here and there to prepare a report. Actual hearings likely will not begin in 1958, but if they aren't kept from becoming what Mr. McConnell termed a "survey of the whole industry in an aimless, unpredictable manner," they will be unbearable to everyone, he said.

A good deal of thought by commissioners and industry leaders has already gone into the potentials of the Senate investigation, but the meeting in Chicago was the first at which there was much exchange of views, and individual opinion ranged from the idea that the inquiry would be nothing much to worry about to the feeling that it was almost time for running up the storm signal. After six hours of discussion, the group pretty well agreed that the commissioners should prepare for a searching inquiry. They will be backed 100% by

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See Chance To Avoid Group A&S Rate Control In Pa.

Smith May Also Be Opening Pandora's Box In Seeking To Equalize Competition

Study of the statutes on which Commissioner Smith of Pennsylvania has relied in asserting authority over commercial A&S rates along with Blue Cross has led some of the experts who have been following the Pennsylvania maneuverings to believe the Pennsylvania law does not give the commissioner the control over group A&S rates—including hospitalization—that he has over Blue Cross plans and individual A&S contracts.

May Be More Than Meets Eye

Commissioner Smith's announcement that, to keep A&S from being used as a loss leader, he would regulate commercial A&S rates "to assure fair competition in rate making of A&S insurance," may, in the opinion of some observers, let him and the Blue Cross in for more than they bargained for. The equality-of-competition approach opens the way for a strong contention that Blue Cross plans should pay state premium taxes like other insurers and that commercial insurers should enjoy the same rate discount that is accorded the Blue plans in buying hospital service.

The commissioners rate regulatory authority in the commercial A&S field, which incidentally no other state

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Question A&S Rates, NALU Protests Plans To Liberalize Commissions In Pa. Government Insurance For Veterans

Pennsylvania Commissioner Francis R. Smith has launched an extensive probe of A&S rates in the state following the attorney general's ruling that he has regulatory authority.

Mr. Smith said the investigation will determine a "fair and adequate rate" for A&S policies, on which some companies are reportedly paying up to 45% commissions.

As the first step in the probe, all A&S underwriters in the state will be asked by the department to justify their present rates.

"The entire premium dollar, including commissions and acquisition costs, will be gone into," Smith said. "We want to know where the premium dollar is going, how it benefits the policyholders and what service he is getting for his money."

It is estimated that A&S premiums in the state are running well in excess of \$200 million annually.

WASHINGTON—National Assn. of Life Underwriters has filed a statement opposing three pending proposals to liberalize veterans' life insurance laws.

The statement also recommended tightening up the present law so that a service-disabled veteran would be granted National Service life insurance under section 620 of the National Service life insurance act "only if his disability is such as to render him uninsurable by a private insurer at standard rates."

The statement was prepared by Louis J. Grayson, Travelers, Washing-

ton, chairman of the NALU committee on veterans' affairs, and Carlyle M. Dunaway, NALU general counsel. It was filed with the insurance subcommittee of the House veterans' affairs committee.

Amendments which NALU recommended be killed would do these things:

1. Reopen the sale of U. S. Government life insurance and NSLI to veterans not having service-connected disabilities.

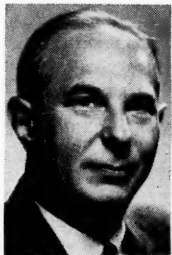
2. Let owners of non-convertible 5-year renewable term NSLI policies convert them to permanent plans of insurance.

3. Provide for the waiver of premiums on USGLI and NSLI policies or otherwise give them a paid-up status after the insured has attained a specific age.

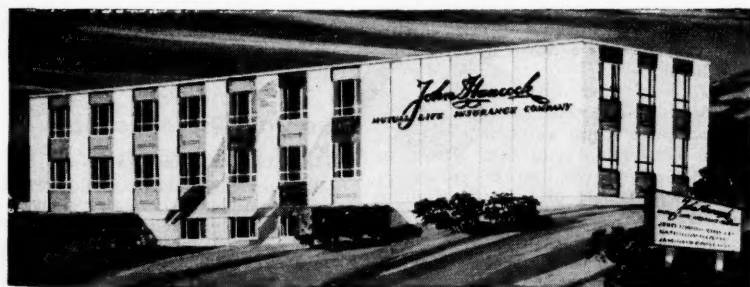
As to proposals to reopen the sale of USGLI and NSLI, NALU's statement said: "Our association has always held that it is completely proper for the government to subsidize, at the taxpayers' expense, a low-cost life insurance program for those veterans whose insurability has been impaired by reason of military service."

"We emphatically do not believe, however, that the government has the slightest obligation or any logical excuse to use the taxpayers' money to subsidize any such life insurance program for veterans whose insurability has not been so impaired. Moreover, we completely fail to see how, in all justice and reason, such veterans can honestly feel that they are entitled to this special treatment at the expense of their fellow citizens. These veterans—like the rest of the civilian population—can readily buy their insur-

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Louis J. Grayson



John Hancock will build this 2-story agency building in Waltham, Mass., on route 128, in the suburban area of Boston. It will house the suburban office of the Boston agency headed by Robert B. Pitcher. John Bishop of Weston, associate general agent, has been appointed manager of the new branch, which will contain 10,000 square feet of floor space, and will be ready for occupancy in October. There will be a 50-car parking lot. The Pitcher agency ranked No. 2 for John Hancock countrywide in 1957.

Taxpayers Win In Circuit Court On Sanders Case Appeal

The 10th circuit court of appeals has reversed the federal district court in the Sanders case. The appeals court held that life insurance premiums that the corporation paid on the lives of four stockholders to fund a stock redemption plan did not constitute a constructive dividend, even though the stockholders had the right to delegate the beneficiaries.

The court pointed out that the corporation still retained other incidents of ownership, that the purpose was to retire the stock of each shareholder on death at a guaranteed minimum price and that no benefit was presently realized by the stockholders, hence the payment of the premium cannot be regarded as a constructive dividend.

Queried by THE NATIONAL UNDERWRITER, Solomon Huber, general agent at New York for Mutual Benefit Life, who has been following the case closely, said the decision was "the most encouraging news we could have gotten" but that the court's use of the word "presently" still leaves open the question of what the tax consequences might be when one of the stockholders dies.

2,262 In MDRT BY Mar. 15; OK 580 In Two Weeks

Through March 15, 2,262 applicants had qualified for the 1958 Million Dollar Round Table, according to MDRT chairman William D. Davidson, associate manager of Equitable Society at Chicago.

The latest additions to the list, those qualified between Feb. 28 and March 15, number 580. Still to be announced are those qualifying during the period March 15-April 30.

The 580 Feb. 28-March 15 qualifiers include 164 qualifying and life, repeating members; 93 life members; 42 qualifying and life, first time; 112 qualifying and repeating, and 169 first-time qualifiers.

In the listing that follows, company names have been abbreviated where practicable: Business Men's Assurance, BMA; Canada Life, Canada; Connecticut General, CG; Connecticut Mutual, CM; Equitable Life Assurance Society, ELAS; Great-West, G-W; John Hancock, JH; Kansas City Life, KCL; Lincoln National, LNL; Manufacturers, Mfrs.; Mutual Benefit Life, MBL; Massachusetts Mutual, MM; Mutual of New York, Mut/NY; New England Life, NEL; National Life of

Vermont, NLV; Northwestern Mutual, NWM; Northwestern National, NWN; New York Life, NYL; Penn Mutual, Penn; Phoenix Mutual, Phoenix; Southwestern Life, SWL; Union Central, UC.

Qualifying & Life Repeating

Cecil Alexander, ELAS, Chicago; L. A. Allison, Mfrs., Durban, S. Africa; E. L. Allison, NWM, Tulsa; K. E. Anderson, KCL, Sterling, Col.; Jack Arkin, NYL, Honolulu; Karl Bach, Penn, San Francisco; J. S. Barovich, Western/Mont., Miles City, Mont.; C. S. Beck, NWM, Toledo; Dean Beebe, NWM, Tulsa; R. N. Benedict, NYL, Kansas City; S. M. Bernbaum, Penn, Seattle; Harry Beube, G-W, Hamilton, Can.; J. C. Bradford, NYL, Battle Creek, Neb.; A. F. Breher, NWM, St. Paul; D. M. Brigham, NWM, Los Angeles; P. P. Burroughs, NLV, Manchester, N. H.; J. E. Clayton, MM, Newark; D. H. Coakley Jr., NYL, Boston; E. G. Davies, Mfrs., Los Angeles; Fraser Deacon, Canada, Toronto.

D. E. Dean, NWM, Philadelphia; R. E. Denman, Pac. Mut., Cincinnati; J. L. Dennison, NYL, Missoula, Mont.; Antoine Desmarais, Pru/Eng., Montreal; P. A. Ditmars, MM, Hackensack, N. J.; Merton Durant, Canada, Toronto; W. J. Durgin, NYL, N. Y. City; G. W. Dygert, NWM, Ft. Wayne; C. F. Edwards, Central/la., Cedar Rapids; A. J. Elder, Lond. Life, Toronto; F. M. Engle, NWM, Tulsa; J. E. Fein, NYL, Chicago; S. W. Fields, ELAS, Philadelphia; J. P. Fine, NWM, Richmond; Herman Fishman, Franklin Life, Detroit; W. T. Fleming, Phoenix, Philadelphia; M. H. Franklin, NYL, Cleveland; W. E. Gehman, NEL, Philadelphia; A. J. Gigliotti, Canada, Vancouver; H. D. Goldman, NWM, Richmond. W. H. Goldsmith, Pru/Eng., Toronto; N. I. (CONTINUED ON PAGE 10)



G. R. Kendall, co-founder of Washington National, shown breaking ground for the company's \$4 million addition to the home office in Evanston, Ill. Watching the ceremony is G. Preston Kendall, executive vice-president and secretary. Seen in background is Director Joseph S. Gerber.

Bill Puts Welfare, Pension Plans Under U. S. Regulation

WASHINGTON—The Senate has passed and sent to the House the bill requiring welfare and pension funds established by employee organizations or employers to register with the Department of Labor and file annual reports.

If the welfare plan provides benefits furnished by an insurer or other organization, the annual report must show the rate, premiums, claims paid, and commissions, fees or other acquisition costs paid by the insurer, reserves, and names and addresses of brokers, agents, etc., who were paid commissions or fees.

Pension funds are to report details of how the fund is accumulated, actuarial assumptions, current and past service liabilities, etc. If the fund is insured, in addition to this information, it must show reserves accumulated under the plan.

Registration Time Given

A welfare or pension plan with fewer than 100 employees will have two years to register and report, and the Secretary of Labor may discretionarily relieve such plans from reporting altogether.

An advisory council of 13 will consult with the Labor Secretary in handling the plans. The council will consist of one each from insurance and corporate trusts, two from management, four from labor, three representatives of the public, and two from other interested groups. Council members will get \$50 a day when working on the job.

Stiff penalties are provided for violations, false statements or entries, embezzlement, and kickbacks.

The law would run four years, at the end of which the Secretary of Labor will report on its operation to Congress.

The Secretary is directed to cooperate with states that have disclosure laws for such plans, to get uniformity of forms and avoid duplication.

The Rosenthal agency at St. Louis was the top producer of paid life volume for General American Life in March.

New NAIC Group To Study Dineen Staff Proposal

A new committee of National Assn. of Insurance Commissioners has been appointed by Joseph A. Navarre of Michigan, president, to study the problems of the central office of NAIC. Mr. Navarre made his appointment during the meetings last week at Chicago of the NAIC committees on preservation of state regulation and federal liaison, following discussion by commissioners and industry representatives favoring the proposal as a means of developing detailed factual information to be used in dealing with the Senate investigating subcommittee on monopoly and anti-trust.

It is believed that the committee's main function will be to look into some of the possibilities of the recommendation of Robert Dineen, vice-president of Northwestern Mutual Life and former New York superintendent, that NAIC have a permanent research staff operating under the guidance of a permanent standing committee. The primary function, according to Mr. Dineen's recommendation, would be to supply requested data for the information of commissioners. The power to establish policy would remain with the commissioners.

Two weeks ago, Zone 2 of NAIC at its meeting in Richmond adopted a resolution urging immediate action on the Dineen suggestion, and Parker of Virginia brought this to the attention of the 15 or so commissioners who at the Chicago meeting to discuss the forthcoming Senate inquiry. Many of those participating in the discussion agreed that this would be the ideal means of producing some of the information which will be needed not only to answer questions but, state the full case for state regulation.

It is problematical how quickly Mr. Dineen's idea could be implemented, or how far NAIC would be willing to go with it. However, the new committee is a first step, and it was taken a good deal sooner than ordinarily is done with new ideas.

Boston's 25% Leads Cities' Ordinary Gain

HARTFORD—Among the large cities, Boston showed the greatest rate of increase in ordinary sales for March, with 25%, and, also for the first quarter, with 29%. For the seven other largest U. S. cities the rates of gain for ordinary sales in March and the first quarter, respectively, were Chicago—5 and—3, Cleveland—7 and 3, Detroit—17—4, Los Angeles 5 and 8, New York 8 and 18, Philadelphia—12 and —5, St. Louis—5 and 5.

One-Day Drive Honors Zalinski Of Life Of N. A.

In a surprise tribute to Edmund L. Zalinski on his first anniversary as executive vice-president of Life of North America, managers of 27 offices submitted \$2,349,000 in volume credits (60% of face amount allowed for term business) as the result of a 1-day sales effort. The leading office was Los Angeles, with \$239,000, followed by San Francisco and Indianapolis. Newark submitted the most applications, with Des Moines runner-up.

No Legislation On Premium-Payment, Bank-Loan: Bigbie

The current Congress will not enact "either a restoration of the premium-payment test or any restrictions on the bank-loan plan," J. Taylor Bigbie, counsel of National Assn. of Life Underwriters, predicted at the annual state convention and sales congress of West Virginia Life Underwriters Assn., held at Huntington.

Mr. Bigbie also believes Congress will not vote "large increases" in social security at this session.

"The Treasury is trying to restore a premium-payment test and NALU is just as determined as ever that they're not going to do it," he said. "We were successful last year in killing this proposal in the House and we've already testified before the Senate finance committee and filed a statement. The committee is holding up action until it has been decided whether there will be an over-all tax reduction.

Predicts Proposals' Defeat

"The Treasury has also requested that interest on life insurance purchased on a so-called bank-loan plan not be a deductible item as far as income taxes are concerned. I do not believe that Congress will enact either a restoration of the premium-payment test or any restrictions on the bank loan at this session. It may come out on the floor of the Senate but I'm confident that with the help of you grassroots friends in the field we can defeat both of these proposals."

Of the more than 300 social security bills in the congressional hopper, Mr. Bigbie said the main one to watch is HR 9467, sponsored by Sen. Forand of Rhode Island, because it has the backing of AFL-CIO.

"I think the House ways and means committee will write its own bill and

I am convinced that it will be a far milder version than the Forand bill," he said. "In fact, I believe that for the first time in an election year since 1948 we stand a good chance of not having large increases in social security benefits enacted by Congress. Were it not for the fight which NALU, the company associations and other associations, such as the American Medical Assn., have put up against the proposed social security increases, we would have a far more liberalized social security program than we do at present or than we can foresee in the future. Incidentally, I think I should add that NALU can take all the credit for getting life underwriters included under OASI."

Concerning the bill sponsored by Sen. Long and 50 other senators to open up for one year NSLI to World War II Korean War veterans who have lapsed their NSLI or never had it, Mr. Bigbie said a similar bill in 1956 was defeated largely through NALU efforts and "with the help of you grassroots contacts I confidently predict that we shall do equally well this year."

A. A. L. President's Club Convenes, Presents Keys

Aid Association for Lutherans presented 199 President's Club keys to members at the club's convention in Washington D. C. The presentation was made by Walter L. Rugland, president, and George V. Krampien, agency vice-president.

Featured speakers and their subjects were Elmer Wheeler, "Selling the Sizzle," and Jennings Randolph, "The Importance of a Wife to her Husband's Success."

The approximately 400 agents and wives also heard a panel of nine of the fraternal's million dollars producers discuss various subjects in life insurance selling.



FRED B. HENRY

Fred Henry is our General Agent in the small northwest Georgia city of LaFayette (population 4884). A Franklinites since December 7, 1947, he sold 103 cases last year, only a couple of which were outside the city of LaFayette.

1957 was his best year with cash earnings of \$25,131.26.

GENERAL AGENCY
OPPORTUNITIES IN
FARGO, NORTH
DAKOTA AREA

Ten very happy Franklin years . . .

LaFayette, Georgia
March 18, 1958

Mr. Francis J. O'Brien, Vice President
Franklin Life Insurance Company
Springfield, Illinois

Dear O'B:

You are correct in that I have just recently completed ten years with the Franklin Life. These have been ten very happy and richly rewarding years . . . actually beyond my fondest expectations! The last ten years with the Franklin have been far more remunerative than the ten years of life insurance work immediately preceding my association with the Franklin. I am truly amazed to find my income almost five times as great.

The story continues to grow more wonderful. The magic and appeal of our wonderful exclusives becomes more apparent every day. These incomparable contracts enabled me to qualify for our unique "60 Club," then our newly established "Key Club," and in 1957 the highly coveted Million Dollar Round Table . . . 103 sales for over \$1,000,000 with 85 of them Franklin exclusives.

O'B, ours is a great business, and to me the Franklin is the greatest. I will be forever grateful, and enthusiastically represent the Franklin with pride.

Yours sincerely,

Fred B. Henry

An agent cannot long travel at a faster gait than the company he represents!



The Friendly
FRANKLIN LIFE INSURANCE COMPANY

CHAS. E. BECKER, PRESIDENT SPRINGFIELD, ILLINOIS
DISTINGUISHED SERVICE SINCE 1884

*The largest legal reserve stock life insurance company in the U.S. devoted exclusively to the underwriting of Ordinary and Annuity plans
Over Two Billion Eight Hundred Million Dollars of Insurance in Force*

BALTIMORE-WASHINGTON SALES CONGRESS

No Such Thing As Simple Life Insurance Selling Any More, Says E. L. Zalinski

The day when life insurance selling was simple is long gone, Edmund L. Zalinski, executive vice-president of Life of North America, told the annual sales Congress of the Baltimore and Washington life underwriters associations in Washington, D. C.

Mr. Zalinski stated that, "because our standard of living has risen and our society has grown complex the market for life insurance has changed from an extensive to an intensive one."

"As an industry, we must take continuous soundings of the changes going on in the economic, legislative, so-

cial, and scientific fields, be vocal in opposing unsound trends, and alert to adapting our product to new needs," he said. "In all lines of business there is a change in the buying habits of the public, whose favor is turning to the lower prices and hard-sell techniques of modern methods of distribution."

"The consumer has already indicated a preference for buying all lines of insurance from one agent and one company in the same way that he gets one-stop service from such diverse institutions as the supermarket and the medical clinic," Mr. Zalinski said. He predicted that the day may come when a single business insurance contract will cover the business insurance needs of an entire organization.

Mr. Zalinski said that one of the contributing factors to the impressive growth of life insurance sales in 1957 was the intensive marketing effort



E. L. Zalinski

NO. 5 IN A SERIES



F. W. Osmondson, Mason City



A. N. Caines, CLU, Waterloo



Frank L. McCormick, CLU, Des Moines



Stephen A. Swisher, CLU, Cedar Rapids



Newell C. Day, Davenport

EQUITABLE LIFE OF IOWA IN IOWA

In Iowa, corn isn't the only thing which soars to impressive heights. Equitable Life of Iowa sales do, too! And here are the general agents who, with their agency associates, are responsible for outstanding service and sales records in Iowa.

For the fine job these men are doing congratulations! . . . from the Equitable Life of Iowa.



Equitable
LIFE INSURANCE COMPANY OF IOWA

FOUNDED IN 1867 IN DES MOINES

within the business evidenced by the introduction of new policy plans and features.

"This trend will continue in 1958 along with continued emphasis on cost," he predicted.

Mr. Zalinski pointed out that the higher standard of living and greater interdependence created by the onrush of progress in the last 10 years has generated both a need for more life insurance to capitalize on greater human life values, and additional uses for life insurance protection as a result of new business and personal needs and new financial problems.

He stressed the importance of proper training for life insurance salesmen and urged field men to take LUTC, CLU and other study programs to increase their knowledge and usefulness. Observing that the prospect tends to take the agent at whatever value he places on himself, Mr. Zalinski said the willingness to accept a challenge, to use imagination, and to persist is what distinguishes the million-dollar writer from the average agent.

Avoid Inflationary Stimulants To Curb Recession: Oates

RICHMOND—Urging leaders of business, labor and government to avoid using inflationary stimulants to counteract the current recession, James F. Oates Jr., president of Equitable Society, said here that "the rate of decline in overall economic activity may be lessening."

Speaking before Richmond business and civic leaders, Mr. Oates cited this evidence:

- Consumer spending on nondurable goods and services (which absorbed over 50% of the gross national product last year) is holding up well.
- The decline in spending, a usual characteristic of downward phases of major depressions, has not become general.
- The country's citizens have vast amounts of stored up savings and purchasing power. Personal income in March was at a \$341 billion annual rate.
- State and local government expenditures are continuing to rise. A long-term and expanding public road building program is under way. The federal government will increase expenditures in the space and missile field.

Points Out Favorable Signs

Other favorable signs, he pointed out, are a sound and well functioning financial and banking system; the Federal Reserve Board's move to ease credit, making billions of dollars of additional funds available for loan and investment purposes; absence of speculation financed by short-term credit. He also noted that agriculture has a better debt structure than in the 1930s and income prospects are improving. The long-run outlook in terms of a growing population and a rapidly rising standard of living, here and abroad, assures a continuing and expanding

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DBL Insurers Object To State's Demand For Extraneous Data

The persistent effort of the New York Workmen's Compensation Board to get disability benefits law insurers and self-insurers to supply data on traffic accidents has aroused not only curiosity among insurers as to what the information is wanted for but, among some, a feeling that the right of the board to demand such extraneous information should be tested in court.

Back in January the board sent to all DBL insurers a request for a semi-annual report on claims and benefits resulting from "traffic accidents." Many insurers were quite disturbed by this request. Usually they don't have the information in any reliable form. Also, there is serious question about the purpose for which the information was requested. And, since they have been unable to find out what it is wanted for, outside of the fact that they are told that it has a "great impact" on the law, they wonder about the propriety of being utilized as a statistical collection agency.

Many Did Not Reply

Many companies did not reply to the original request and the various trade associations endeavored to take the matter up with the chairman of the board.

The board has been persistent in seeking the information, sending out on April 11 a follow-up letter to the companies that did not reply or that replied without complying.

The follow-up letter indicated that the matter had been discussed and settled with the trade associations, the implication being that the companies should comply forthwith. But many of the largest insurers have not taken any steps to comply because, contrary to the impression created by the April 11 follow-up from the board, they considered the question to be very much an open one.

Smaller Companies Complied

So far most of the compliance has been among the small and medium size insurers, where the administrative problem of supplying the information is less serious than for the larger companies. Objections to complying have run about the same among life companies and casualty companies.

LaManda Named First Deputy Supt. In N.Y.

Arthur F. LaManda has been appointed first deputy superintendent of insurance of New York.

He was admitted to the bar in 1932 and practiced until 1938 when he became secretary to a justice of the New York supreme court. He continued as secretary to several supreme court judges until 1954 when he was made general law assistant to the justices of that court.

In 1955 he was appointed a deputy superintendent of insurance with supervision of the rating and property bureaus. Mr. LaManda conducted many important hearings including those on proposed auto rate increases in January and on the application of Rochester Blue Cross for a rate increase, all of which he denied.

As first deputy superintendent, he will be in charge of the New York City office of the department.

Hale Tells N. Y. Managers:

Sales Management Now In One Of Its Most Challenging, Exciting Periods

Stanton G. Hale, vice-president for sales of Mutual of New York, told the New York City Life Managers Assn. that "sales management is experiencing one of the most challenging and exciting periods it has ever known."

He pointed out the favorable atmosphere in which sales management in the personal insurance field is working. The market is nearly unlimited, the products have become more salable, because their prices are lower and their design constantly improving. Further, the business has experienced steady progress in investment yield and savings from mortality.

Must Improve Distribution

On the other hand, he continued, there are elements of challenge in sales management, and "one area that needs considerable and steady attention is to make the sales process more efficient." Improvement in distribution efficiency is mandatory, he declared, if the agency system is to continue to compete successfully against other products, other forms of thrift, and other ways of merchandising thrift.

The importance of sound management cannot be emphasized too strongly," Mr. Hale said. "Our studies show that the best performing agencies are managed by men who were the most carefully selected and trained."

Mr. Hale, who is a past president of LIAMA, said "the challenge of efficiency is particularly keen at a time when there are predictions of manpower shortage. Accordingly, management and supervision are receiving today a great deal more attention than was paid them 10 or 15 years ago."

He reviewed Mutual's program of management development. In 1951, Mutual began a program of steady and orderly expansion of its agency network, to bring its products and services closer to the consumer. Some 112 men have been brought into the management corps since then. Nearly all of them have come up from the ranks. Some, however, are recent college graduates. A few have come from management areas in other industries.

Stresses Selection Procedures

The home office is responsible for their selection, and they are chosen on the basis of careful procedures, tests, observations and evaluation, Mr. Hale said. The chronology of their training encompasses orientation, assignment to an agency to assist a manager, an adequate amount of time at selling and study, advancement to responsibilities as an assistant agency manager, reassignment to the home office staff for additional managerial training, and finally appointment as an agency manager.

"All the way through the program," he said, "there are progress evaluation points. As the management trainee qualifies for advancement his compensation is increased."

"Management is the art of getting things done through people," Mr. Hale

commented. "We have designed our program to include a long-range test to see what results we will obtain if part of our future managerial staff were selected originally as managerial candidates, rather than as salesmen."

The entire program, he continued, meshes with the company's over-all policies and objectives.

"The program has been under way only a few years and is therefore not far enough along to evaluate the results," he said. "We are convinced that our policyholders' interests are being well served by our investing in the careful selection and broad training of our future sales managers."

Actuaries Express Varying Viewpoints At Eastern Parley

PHILADELPHIA—Widely differing viewpoints on some of the more controversial issues in the life field were expressed at the eastern spring meeting of Society of Actuaries here. H. L. Rood, Lincoln National, president of the society, opened the meeting, and informal discussions were directed by D. N. Warters, Bankers Life of Iowa; J. E. Hoskins, Travelers; and N. M. Hughes, National L. & A., vice-presidents.

Discuss Death Benefits

A paper presented by Harwood Rosser, Wyatt Co., on "Supplementary Death Benefits on Pension Plans," was discussed by several persons: H. L. Feay, Higgins & Co., pointed out the need for continuing actuarial studies of future as well as current costs if commitments are to be met in full. G. V. Stennes, consulting actuary, listed a number of fundamental considerations to be borne in mind in determining a sound basis for pension plans. R. F. Link, Equitable Society, made several technical observations on the paper. S. N. Ain, consulting actuary, cited the availability of more simply applied methods.

Actuarial problems brought about by the family policy received considerable attention in the discussion of P. E. Sarnoff's paper on "The Valuation of the Family Policy," which described Prudential's methods. Policy variations among companies as well as basic procedural differences have resulted in considerable lack of uniformity in the treatment of these policies for statement purposes. Describing the practices of their companies were H. D. Garber, Equitable Society; W. J. D. Lewis, Confederation Life; G. C. Campbell, Metropolitan Life; L. M. Dorn, New York Life; J. M. Boormeester, John Hancock; G. A. Vicino, Columbian National; H. L. Feay, Higgins & Co.; and R. E. Edwards, Baltimore Life.

Plan International Congress

M. A. Linton, Provident Mutual, elicited ideas for the International Congress of Actuaries scheduled for 1960 in Brussels, particularly for making the discussions informal and spontaneous. He said he felt that meetings at least every third year were likely to continue in view of the needs expressed by European actuaries in particular. Daniel Barry, New York Life, said that subject-matter of the papers to be presented

was distributed over a wide range. A wider range, although desirable, would probably require several discussions to be held simultaneously.

In the discussion of group A&S, J. H. Dowling, Prudential, said that room and board charges are not a good index of geographical cost differences for major medical, since miscellaneous hospital charges and doctors fees, which require a substantial part of the premium, may show a different variation by locality. J. E. Morrison, Great-West Life, pointed out that most of the Canadian provinces will have passed legislation very soon providing complete hospital ward care, to be paid through a special tax or premium rate as well as provincial and federal subsidies, thus putting insurance companies virtually out of hospital coverage in Canada.

It is technically feasible to have social security benefits fluctuate with changes in wage or price levels, according to R. J. Myers of Social Security Administration. But he questioned whether such a rigid approach would be as desirable as relying on legislative action when the need for changes developed.

Inflation Still The Big Danger, DeWitt Tells Travelers Aces

BELLEAIR, FLA.—A change in peoples' attitudes is far more vital to

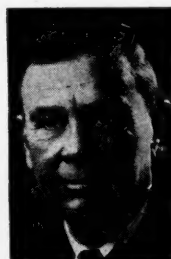
our national economy at this time than any economic cure-alls or political pump priming, J. Doyle DeWitt, president of Travelers, told the Inner Circle conference of leading Travelers life and A&S agents from the United States and Canada.

Mr. DeWitt said, "If you believe, as I do, that we as citizens of two great countries have the ability, the resources, the capital, the experience, the desire and the urgent need to keep

(CONTINUED ON PAGE 18)



Stanton G. Hale



J. Doyle DeWitt

CENTRAL LIFE A leader and . . .

ONE OF THE BEST

Preferred Combination Life (PCL)

. . . with true graduated premium!

Disability Income Continuance (DIC)

. . . revolutionary new disability income!

Preferred Investment Plan (PIP)

. . . premium return and dividend profits!

Wife Insurance Plan (WIP)

. . . with more protection when it's needed!

Family Insurance Plan (FIP)

. . . WIP plus children 14 days to 25 years!

Family Instalment Group (FIG)

. . . one monthly payment for all premiums!

All introduced by ONE OF THE BEST

Central Life

ASSURANCE COMPANY, DES MOINES 6, IOWA

Progressive and competitive, yes, . . . but not

at the expense of financial security

ASSETS	\$155 Million
SURPLUS	\$ 13 Million
INSURANCE IN FORCE	\$500 Million

Conn. General Awards Go To Hartford, S.F., New Orleans Agencies

Connecticut General Life has conferred "outstanding agency awards" for 1957 on the branch offices in Hartford and San Francisco and the New Orleans brokerage agency. Sixty-five Connecticut General field offices throughout the country competed for the awards, highest the company gives for superior all-around performance.

The Hartford office, managed by

Frank O. H. Williams, has won the award for the 12th time and the fifth consecutive year. In 1957 the agency sold more than \$31 million of ordinary, bringing its total life insurance in force to \$197,173,538. A&S insurance increased 25% and group insurance 16%.

The San Francisco office sold more than \$13 million, up 32%. The agency's total life insurance in force is now \$54,403,107. An increase of 60% was made in group and increases were also made in other lines, including A&S. Manager is John V. Breisky.

In 1957, the first year in which the

agency was eligible to compete, the New Orleans office increased its sales of ordinary by 184%, A&S by 117% and group by 128%. Leonard J. Howell is manager.

Hearing May 2 On N. J. Variable Annuity Bills

TRENTON—The business affairs committee of the New Jersey assembly conducted a conference May 2 on the three bills for which Prudential is seeking passage to permit it to write the variable annuity.

Says Multiple-Line Selling Will Add To Agent's Prestige

The advent of multiple-line underwriting will enhance rather than detract from the prestige, the service, and the income of the professional life agent, particularly the CLU, according to Leland T. Waggoner, agency vice-president of Life of North America.

Addressing a closed meeting of the Boston CLU chapter, Mr. Waggoner, a former president of the chapter and former regional vice-president of American Society of CLU, spoke on how all-lines underwriting will affect the CLU.

Emphasizing the importance of considering the policyholders' welfare first and foremost, Mr. Waggoner said:

"Some markets can be easily served by an agent writing all lines. However, other markets require more specialized services. Thus a rapidly increasing number of CLUs and other professional life underwriters are forming partnerships with general insurance men, whereby they believe more efficient and economical one-stop service will be rendered to policyowners."

Mr. Waggoner indicated that fire and casualty companies will in the future probably provide financial help in order to make it easily possible for a general insurance agency to open a life department or to form a partnership with a qualified life man. He said that such a development would make possible the highest type life insurance service to the public.

Mr. Waggoner cited the rapidly increasing number of people studying for CLU examinations as an indication that agents believe all present trends are toward the enhancement of the professional life agent.

Interest Is Evident

"A similar increase is evident among people taking CPCU examinations," Mr. Waggoner said, "and in some instances agents are studying for both examinations."

Citing how Life of North America feels about the increasing importance of the CLU program, Mr. Waggoner said the only people being accepted in its management program are those who have completed all of the requirements for the designation or who have agreed to take at least one examination per year.

"The attainment of the knowledge from these professional degrees," he said, "adds a confidence both on the part of the underwriter and the client. Confidence is the heart of any sale, whether insurance or otherwise, and thus the man who has taken the trouble to obtain a professional status should be in greater demand both from the standpoint of the public and the companies who are building manpower."

Modern Woodmen of Rock Island, Ill., placed the highest single month's production in March since 1929. The agency force recorded \$10,196,584 new life written. The total exceeds by 12% that of March 1957, when a 27-year record was established. Total production for the first quarter of 1958 is \$22,873,264, and life in force reached \$613 million April 1.



Leland T. Waggoner

GENERAL AGENT OPPORTUNITY

CAN YOU PROSPECT?

Do your prospects come directly from your own effort, ability and imagination and not from office leads, your supervisor, your manager?

Can you show others "how to"?

CAN YOU TELL A CONVINCING SALES STORY?

If you're doing well right now with what you've got, you'll do better with our proven competitive merchandising plans featuring dismemberment—lifetime income—top value income settlement option—and the premium payment plan of the future, Check-O-Matic.

Can you inspire and show others "how to"?

CAN YOU COMPETE?

Do you enjoy competing with others? More important, do you compete with yourself?

Can you instill this spirit in others?

DO YOU REALLY WANT TO EARN MORE MONEY?

Do you want to earn top present and future dollars for your own personal "know how" and for your ability to show others "how to"?

HERE'S YOUR ANSWER!

Highest lifetime service fee in the business to adequately compensate the career underwriter—fully vested renewals for 9 years—top 1st year commission on par and non-par policies—agency office allowance—non-contributory pension plan—operating capital for new agents.

Write, Wire, Phone

FREDERICK E. JONES, President
HOWARD W. KRAFT, Vice President
and Director of Agencies

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Insurance Company
COLUMBUS 15, OHIO

Opportunities in: Arizona, California, District of Columbia, Delaware, Florida, Georgia, Illinois, Indiana, Iowa, Kentucky, Maryland, Michigan, Minnesota, Missouri, North Carolina, Ohio, Pennsylvania, Texas, Virginia and West Virginia.

Get On Monthly-Payment Bandwagon To Keep Up With Procession: T. C. Morrill

The life insurance business should gear itself increasingly to the monthly-payment habits of the majority of the American public, Thomas C. Morrill, vice-president of State Farm Mutual Auto, told the all-day "work meeting" of Massachusetts Insurance Brokers Assn., held at Boston.



Thomas C. Morrill

"The business that sets itself counter to the spending habits of its customers is overburdening its chances of success," he said. "What can be left to meet irregular lump sum obligations—annual life insurance premiums, for example—if the monthly income is already committed to rent or mortgage payments, car, television, refrigerator and personal loan installments?"

Travelers, he observed, has faced up to this problem with its new monthly payment plan. He quoted this from its explanatory folder:

"Because so much of future earning power is pledged to meet the payments on present purchases, insurance has become even more of a necessity than than ever before.

Sees Insurance As Single Unit

"Since family living is thought of as a unit comprising such segments as the home, the car, the education of children, possessions and recreation, it is only natural that insurance is going to be thought of increasingly as a single unit protecting all these values.

"The huge suburban living area presents a unique challenge for the multiple-line representative. Here, concentrated in a convenient area, are hundreds of middle-income families who want to pay for their insurance by the month."

The Travelers plan represents marketing innovation for the insurance business, said Mr. Morrill, and so does the pre-authorized check plan. The growth of the latter is no surprise to anyone who accepts the concept of the public's desire that middle-income families want to be relieved of decisions, he said.

"The pre-authorized check is painless," he said. "It's simply another automatic deduction. To overlook the implications of this concept in the marketing of insurance would be imperceptive indeed.

Revolution Number 7

"In its story on the 16 revolutions now under way in our economy, U. S. News & World Report labeled revolution No. 7 as 'New-style selling.' It said that the whole process of distributing goods is in a continuing revolution. It concluded: 'The whole of merchandising, as a result, is in the midst of an era of rapid change. The revolution in the field of distribution is accompanied by a large number of casualties. Merchants who survive are, those best able to adjust to change.

"In our business, too, we must develop our appetite for innovation. By rigid adherence to the status quo ante, to established ways of doing things, we can make innovation difficult or actually prevent it. Our ultimate test of any idea must be whether it will serve people better,

not whether it will affect the existing order.

"It can be summed up by saying that we serve the public, and the public is not a static concept, but a great seething mass of humanity. Like any other business that serves people, insurance cannot let its marketing mix become set in a fixed mold.

"The insurance protection that our business provides reaches the public—our policyholders—through different systems. Each system has stood the test of time; each tends to have its greatest success in a particular part of the market place; no single system has had equal success in all parts of the market place."

Mr. Morrill said the merit in a particular system will not be found by examining its inner workings, its rules or its traditions. The merit of each distribution system must be found in a single test: How well does it serve its customers? No rules or traditions

can save a system and the decisions will not be made in the ranks of the business but in the market place.

The cry for uniformity, for everybody in the insurance business to do everything alike, never dies, he noted. Every year bills are put into the legislatures to compel uniformity—and 1958 is no exception. These cover uniformity and policies, in rates, in operating procedures—bills designed to freeze the business into a common pattern.

No Match For Dynamic World

"That kind of a static business would be no match for our dynamic world," said Mr. Morrill. "The peace of mind that America's families seek, the new forms of protection that America's industries require, cannot come from a business that has ceased to grow. The joint responsibility of the business, of insurance regulators and of lawmakers is to encourage initiative and creativity, to insist upon competition and to reject all that impedes these forces . . . We must be as dynamic as the work is dynamic. We must be alive, vital, imaginative,

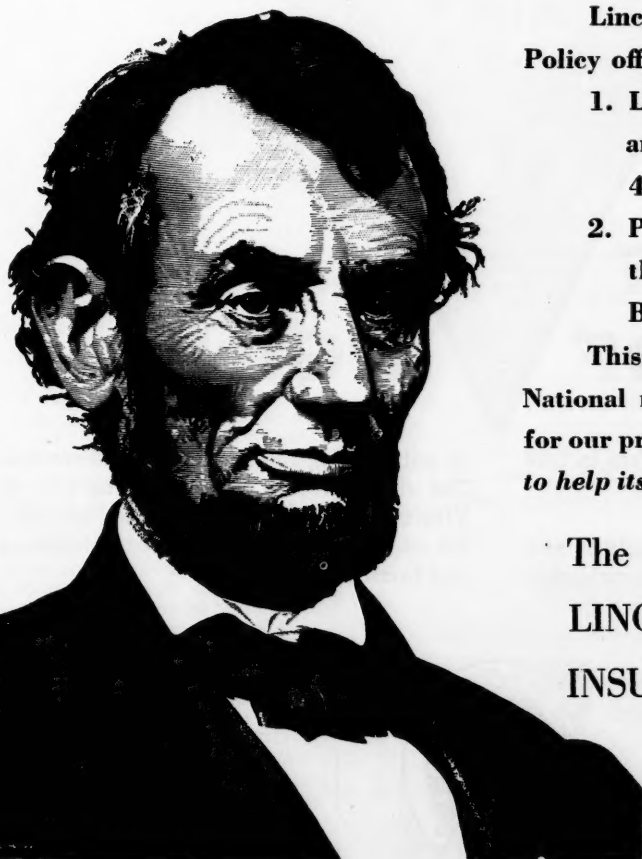
Equitable Offers Group Long Term Income Plan

Equitable Society has introduced a new group long term disability income plan designed to supplement the company's existing group weekly indemnity and salary continuance plans. It will provide monthly indemnity payments to totally disabled employees when benefits under short term plans have been exhausted by illnesses of long duration.

The long term coverage will be integrated with short term plans to prevent either long gaps between the two benefit periods or overlapping. Benefits will continue to be paid as long as claimant is unable to work for remuneration or profit, and period may extend to five or 10 years or until age 65 according to plan adopted by employer.

creative, resourceful and competent. This is the challenge of the times, for the business is our livelihood. How we accept that challenge will determine the future for every system."

LNL's NEW FAMILY POLICY



Lincoln National's new Family Policy offers these advantages:

1. Lower rates on larger policies are provided by LNL's new 4-Dimensional premiums.
2. Premiums can be paid through LNL's Automatic Bank Check plan.

This latest addition to the Lincoln National man's kit is another reason for our proud claim that *LNL is geared to help its field men.*

The
LINCOLN NATIONAL LIFE
INSURANCE COMPANY

Fort Wayne, Indiana
Its Name Indicates Its Character

Grant Greater Power To N. J. Commissioner

The authority of the New Jersey commissioner of banking and insurance has been increased by four bills signed by the governor.

The commissioner now has power to take over domestic companies which refuse to remove a dishonest official, to revoke a foreign insurer's license for the same reasons a domestic company's can be revoked, to refuse to issue or renew the license of foreign

insurers when in the state's best interest, and to require domestic companies to have regular internal audits. The bills grew out of an investigation of the department last year.

Opens Diagnostic Facilities

Life of North America has set up complete diagnostic facilities for its medical department at a cost of more than \$20,000. They include a clinical laboratory, examining rooms, radiological equipment for pulmonary and cardio-vascular diagnosis, and electrocardiographic and vector-cardiographic equipment.

New Widely Applicable Policies Unveiled At Manhattan Life 'Billion' Convention

A new "family member" insurance rider and a new level term rider were announced by Manhattan Life at its agency conference at the Roney-Plaza hotel, Miami Beach.

It was the first such meeting held since the company passed the billion in force mark last October, and the conference members were told by President Thomas E. Lovejoy Jr. that

the in-force total was now well over \$1.1 billion.

High spot of the opening dinner was Mr. Lovejoy's announcement of all



Thomas Lovejoy Jr.



J. P. Fordyce

winners of Manhattan Club Awards for the 18-month club period ended Jan. 31, 1958, as well as the winners of president's month plaques for personal and agency leadership during March.

Frederick W. Lohm, director of agencies, served as chairman for the first of three morning educational meetings. Chairman J. P. Fordyce traced the company's attainment of a billion in force and congratulated the field force on the part they have played in the steady growth of Manhattan Life, which in the past four years has doubled its insurance in force.

Mr. Lovejoy spoke on "Plans for the Future."

Discussed New Riders

Elder A. Porter, vice-president and chief actuary then discussed the new family member insurance rider and the new level term rider. The family member rider can be attached to any permanent plan of insurance offered by Manhattan Life. It has unusually broad applications, offering the following combinations of family protection:

1. Children may be insured by a rider attached to their father's policy.
2. Mother and children may be covered in conjunction with the father's policy.
3. Children may be protected by a rider attached to their mother's policy.
4. A wife may be insured by a rider attached to her husband's policy.

Any family member insured under the family member rider may convert his or her insurance to a permanent plan, and under some circumstances, a child's insurance may be converted for an amount not exceeding five times the amount insured under the rider.

A wife may be insured under the rider in amounts up to \$50,000, or one-half the amount of her husband's basic policy, whichever is less.

Premium Waiver In Disability

If the basic policy, to which the family member insurance is attached, includes a provision for waiver of premium in event of the insured's total and permanent disability prior to age 60, all premiums will be waived on the family member insurance during the continuance of the insured's disability as defined in the basic policy.

The family member rider participates in dividends.

The new level term rider provides an economical means to double or triple the benefits from a Manhattan Life policy, other than a term plan. For every \$1,000 of the basic policy, there can be added up to \$2,000 of in-

(CONTINUED ON PAGE 14)

T. BRANTON HORSLEY, C.L.U.
Co-manager, Richmond, President, Virginia Vanguard, N.G.A., 10th Year.

MALCOLM H. WESS, Jr.
Manager, El Paso, Leader of entire field, number (220) paid sales, N.G.A., 14th year. Life member Million \$ Round Table.

JOHN N. ANDERSON
Manager, Baltimore; manager of leading agency in total paid production. Leader, Agency Management.

WILLIAM P. WOOLTON
Baltimore; leading agent, number of paid sales, 151; 2nd vice-president, Virginia Vanguard.

OSCAR A. GEORGE
Baltimore; leading agent, entire field paid production; first vice-president, Virginia Vanguard.

THE LIFE

INSURANCE COMPANY OF VIRGINIA

Here they are—the five top leaders in Life of Virginia's Ordinary Division.

In 1957, each of these men, either personally or as an agency leader, established

an outstanding record of sales and service. The kind of record that is making Life of Virginia "The Natural Bridge to Security" for an ever growing number of individuals and families.



W. O. Peterson To Head Minnesota A&H Assn.

MINNEAPOLIS—William O. Peterson, general agent of Pioneer Mutual Life of St. Paul, has been elected president of Minnesota Assn. of A&H Underwriters. Vice-presidents elected are A. R. Jepson and N. C. Stockholm of Duluth; Mrs. Ellen Glenn and Raymond Blumsenshien of Mankato; Robert Owen and William Johnson of St. Paul; Robert Harper and Harold Thompson of Minneapolis; H. J. Van Meter of Fairmont; and Henry Sjodin of Willmar, and A. H. Bruheim, Minneapolis, secretary-treasurer.

Some Observations On The Changing Pattern In The Weekly-Premium Field

By HOWARD J. BURRIDGE

It may be that companies and agencies that are concentrating on the production of ordinary do not realize what a change has been taking place in the writing of industrial business during the past few years. That is, the old conception that Metropolitan and Prudential were the dominating giants in the industrial field is no longer a reality.

Actually, Metropolitan and Prudential and even John Hancock, which always ranked third in everyone's mind so far as industrial was concerned, each recorded a loss of industrial insurance in force during 1957. John Hancock's industrial in force declined \$51,096,119 last year; but Metropolitan and Prudential had a considerably larger in-force loss of industrial, Metropolitan's being \$477,287,634 and Prudential's \$465,093,421.

It might well be asked that if Metropolitan and Prudential are de-emphasizing industrial at least by comparison with their practice in previous years, which companies then are writing and gaining in their industrial departments?

Last year Independent Life & Accident of Florida paid for \$703,063,247 of industrial business, but it ended 1957 with less insurance in force than it wrote, its in-force figure Dec. 31 being \$681,290,448. Its record of writing more business than it had in force at the end of the year was not of course representative of the average industrial writing company.

Dominates Industrial Field

By all standards of measurement National Life & Accident is becoming the dominant factor in the industrial field. It paid for \$626,290,967 of industrial business last year and ranked fourth in industrial in force with \$2,799,755,061. Ahead of it on the in-force basis, but only by a small margin, was John Hancock with \$2,845,936,061. In the year that Metropolitan, Prudential and John Hancock showed a decrease in industrial in force, National Life & Accident's in-force increase for industrial was \$97,888,059. If both John Hancock and National Life & Accident write industrial business in 1958 on about the same basis as in 1957, then National Life & Accident will finish the year with the third largest amount of industrial insurance in force, being topped only by Metropolitan and Prudential.

Becoming Larger, More Important

Western & Southern has assumed a much larger and more important place in the industrial field chiefly because of its absorption of Life of Missouri, Imperial of North Carolina, Texas Prudential and Guaranty Union. Western & Southern gained \$218,645,116 industrial in force during 1957, a percentage increase of 14.96. It seems safe to assume that Western & Southern will continue to be a potent factor in the industrial field high among such top ranking industrial writers as Liberty National, American National and Life & Casualty, all of which are seriously engaged in the industrial business and will continue to be, from all appearances.

The figures of the industrial writing companies reflect clearly the fact that the growing popularity of the family policy and monthly debit ordinary is increasing the amount of ordinary business written, while showing a

slowing up or even a decline in industrial writing. Industrial debits are not necessarily being abandoned or consolidated, although there has been something of both in the past few years, but the kind of business written on the debit is changing to a higher percentage of ordinary and a lower percentage of industrial. This is the pattern that will prevail for the next several years.

Insurance Complaints Are 11th On 1957 BBB List

Insurance ranked fifth among types of business in the total volume of public inquiries and complaints handled by Better Business Bureaus in 1957 but dropped to 11th with respect to complaints alone.

Queries on insurance totaled 120,582, and complaints stood at 9,520. The latter were divided into 2,723 for life, 2,621 for fire, casualty and surety, and 4,176 for A&S and medical coverage. The total inquiries received were 38,354 for life, 30,762 for fire and casualty and 51,466 for A&S.

"What do you mean — BUILD MEN?"



It is our belief that "the man and the salesman are one — and cannot be separated." Only by directing our efforts toward building the man — by helping him in all phases of his personal growth — does the successful salesman emerge.

In the process, we make available the best sales tools and provide careful training, guidance and supervision. Out of the mold of consideration and understanding comes a man of greater stature and income — who is a happy member of his community and a credit both to himself and to the name of Union Mutual.

UNION MUTUAL

LIFE INSURANCE COMPANY OF PORTLAND, MAINE

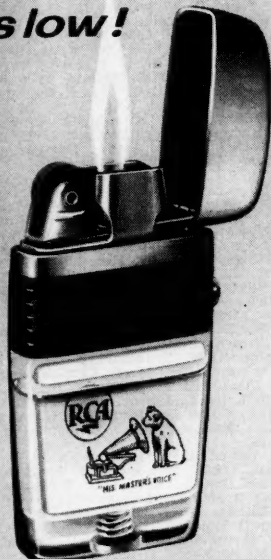
Canadian Head Office — Montreal, P. Q.
America's Eighth Oldest Life Insurance Company

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Rolland E. Irish, President — John R. Carnochan,
Vice President in Charge of Agencies

LIFE UNDERWRITERS SINCE 1848

Lets
you know
when the fuel
is low!



CLEARLY
a gift
that builds
business!

The new Scripto VU-LIGHTER is the perfect prestige gift for your customers and prospects. Lightweight; beautifully trimmed in chrome. Your choice of colors. So inexpensive—especially in quantities of 25 or more. Unconditionally guaranteed!



YOUR TRADEMARK, or a miniature of your product, will be inserted in the transparent VU-LIGHTER fuel reservoir.

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VU-LIGHTER

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Box 4996, Atlanta, Georgia

2,262 Qualify For MDRT By March 15

(CONTINUED FROM PAGE 2)

Gordon, Ind.; Tampa; N. N. Gortz, UC, N.Y. City; T. F. Graves, NYL, Los Angeles; F. F. Griffin, CG, Buffalo; J. W. Griffiths, Mfrs., Winnipeg; Henry Hamel, Ind.; Houston; J. M. Hammer, State Mut., Tampa; J. D. Haynes, Franklin Life, Ft. Wayne; Ralph Hester, Pan-Am., Jackson, Miss.; C. V. Hickman, NWM, Eugene, Ore.; J. A. Hill, Aet., Toledo; W. N. Hiller, Penn, Chicago; R. M. Hirsch Sr., Prov. L&A, Chicago; D. S. Holec, ind., Detroit; R. C. Holland, NYL, N. Y. City; H. G. Horn, BMA, Portland, Ore.; A. S. Howes, CM, N. Y. City; H. G. Hunt, Prov. L&A, Greenville, S. C.; W. B. Jadden, NEL, Los Angeles.

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vine, G-W, Montreal; Maurice Linder, Trav., N. Y. City.
Isaac Loskove, State Mut., Memphis; E. T. Lohgren, NWM, Providence; W. V. Lurie, NYL, Brooklyn; K. R. Mackenzie, NEL, Boston; P. J. Maloney, NLV, Buffalo; M. D. Mason, ind., N. Y. City; M. M. Matson, MBL, Cleveland; G. C. Maxson, Penn, San Leandro, Cal.; C. S. McAllister, ind., N. Y. City; J. H. McCaffrey, SWL, Dallas; J. L. McCann Sr., Jeff. Std., Charlotte, N. C.; J. J. McKenna, NYL, Butte; J. A. McKnight, Home/N. Y., Grand Rapids, Mich.; W. E. Mackenstock, Penn, Oberlin, Kan.; H. B. Miller, MM, Springfield, Mass.; J. D. Mingay, Pru/Eng., Toronto; J. E. Mooney, NYL, Clayton, Mo.; P. M. Mucci, Met., Paterson, N. J.; Jules Nassberg, Berkshire, N. Y. City; R. B. Nathan, ELAS, Chicago.
J. F. O'Connor, Penn, Los Angeles; O. B. Olsen, NWM, N. Y. City; M. T. Paine, MM, Chicago; J. H. Peters, Mfrs., Toronto; Albert

Phillipson, NWM, West Orange, N. J.; R. B. Pitcher, JH, Boston; J. P. Poole, Guardian, Atlanta; R. K. Powers, MM, Spokane; E. T. Proctor, NWM, Nashville; C. D. H. Prusang, CG, San Francisco; F. P. Pulliam, NYL, Arlington, Va.; J. T. Quinn, T. Eaton Life, Winnipeg; Henrikas Rabinavicius, NEL, N. Y. City; E. B. Redfield Jr., NWM, Boston; R. U. Redpath Jr., CM, N. Y. City; A. D. Reed, NWM, Nashville; B. B. Rekus, NYL, Chicago; H. W. Riess, Aid Assn. Luth., Indianapolis; Ben Rocca Jr., ind., Gilroy, Cal.; J. D. Rosenbaum, CM, Cleveland.
Morris Rosenbaum, NYL, N. Y. City; L. I. Rothschild, NWM, Beverly Hills; J. M. Russon, MM, Los Angeles; T. Saito, Mfrs., Honolulu; E. F. Schnepel, Pru, Houston; N. C. Scott, NYL, Los Angeles; Max Seiger, G-W, Montreal; B. H. Sekt, NYL, Sioux City, Ia.; A. A. Simonton, NLV, Atlanta; G. A. Snell, Pru/Eng., Toronto; Kai Soderman, NYL, N. Y. City; B. C. Stangle, Cal-Western, Seattle; W. E. Stanley, Prov. L&A, Greensboro, N. C.; C. F. Stansberry Jr., NWM, Joliet, Ill.; George Steinberger, Franklin Life, Detroit; DeWitt Stern, CM, Y. City; S. R. Swenson, Prov. Mut., N. Y. City; C. E. Thomas Jr., NYL, New Orleans; R. P. Tinnin, Occ./Cal., Albuquerque; B. J. Todorovich, Prov. Mut., Detroit.
D. H. Tompkins, NWM, Charleston, W. Va.; S. L. Turner, NEL, N. Y. City; T. W. Tuttle, NWM, Milwaukee; F. A. Van Sant, Nat. Guardian, Madison, Wis.; G. M. Venable, NWM, Columbus, Ga.; R. J. Vessel, NWM, Minneapolis; Roe Walker, NWM, Cincinnati; Jack Wardlaw, NWM, Raleigh; M. H. Webb Jr., Life of Va., El Paso; G. F. Weber, CG, Los Angeles; S. L. Weil, MM, Columbus, Ga.; L. E. Weingarten, Mt. Vernon Life, N. Y. City; W. A. Weiss, NWM, Cleveland; W. M. Werber, ind., Washington, D. C.; W. L. Whitley, NYL, Tulsa; H. D. Wheeler, NEL, Duluth; C. W. Wicks, NYL, Fresno, Cal.; H. L. Wickstrand, Mut/NY, Seattle; R. J. Wilcox, NEL, N. Y. City; Lawrence Willet, NWM, Atlanta; R. E. Williams, NWM, Richmond; Irving Wool, NYL, Boston; Irvin Yoffee, Contl. Assur., Harrisburg, Pa.; John Zima, JH, Washington.



why we spell MONY without the "E"

"MONY," our modern nickname, didn't just happen, it was created to meet a need. Time was when our corporate title had strong identity, because ours was the first mutual life insurance company in America to offer life insurance on the mutual principle to the general public.

But as the first hundred years rolled by, many other mutual life insurance companies sprang up and our natural nickname, "Mutual Life," began to lose its individuality. This created confusion with our policyholders and also with

the public. Obviously, something had to be done.

The more we studied our full corporate name, the more evident it became that the words "Mutual Of New York" seemed to set us apart most clearly. A little doodling with our initials led us to "MONY" ... as in cold cash.

MONY now provides us with a short and memorable brand name which is convenient for us, and for our more than one million policyholders as well. It also clearly describes our principal service ... money for future delivery.

MUTUAL OF NEW YORK

The Mutual Life Insurance Company Of New York, New York, N.Y.
Offices located throughout the United States and in Canada

FOR LIFE, ACCIDENT & SICKNESS, AND GROUP INSURANCE
MONY TODAY MEANS MONEY TOMORROW!



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Orange.....Cloudy
Orange flashing...Rain
White flashing...Snow

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P.O. Box 6192, Tel.
TRinity 5-6727.

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van Ev
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NEL, S
Neb.; E

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Conn.; J
L. J. C
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Sun/Cat
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D. S. S
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Savan
J. L.

Starting immediately, a new program

Giving recognition to America's "Good Providers"

Institute advertising messages to present
life insurance ownership as the mark
of a "man of responsibility"

You'll be seeing them soon in the newspapers—warm, friendly messages such as the one shown on the opposite page. Combining striking photographs with brief thoughtful copy, they show how life insurance helps a man meet his responsibilities to his family. More than that, they portray the rewards that this unselfish purchase brings. In these ways, each message pays tribute to America's life insurance policyholders—our nation's largest group of "good providers."

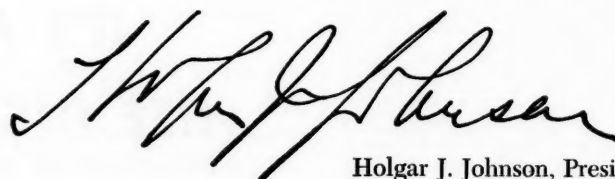
"One of the measures of a man"

You will recall that, a year ago, the Institute of Life Insurance interrupted what had proved to be a highly successful campaign built around the slogan "When someone's counting on you . . . you can count on life insurance." It did this because of the mounting threat of inflation and the desire to give leadership to the fight for a sound, stable dollar.

Today, while there are still certain forces of infla-

tion threatening our economy, the current situation would indicate that we should return to a discussion of life insurance in our newspaper advertising. This gives us an opportunity to add further power and impact to our already established theme.

We believe these messages will serve as powerful reminders that ownership of adequate life insurance is one of the measures of a man.



Holgar J. Johnson, President

Institute of Life Insurance

Central Source of Information About Life Insurance

488 MADISON AVENUE, NEW YORK 22, N. Y.

560 DAILY NEWSPAPERS will carry the advertisement on the facing page and subsequent messages, beginning the week of May 5. Reprints will be available, without cost to life insurance companies and their agents.



New responsibilities ahead . . . and ways to meet them

Thoughts of a new father

He is remembering the very first time he saw his wife and baby together—there in the strange hospital room. A flood of love and pride had suddenly welled up in him. And they had seemed so totally dependent on him that it might have been frightening.

But it wasn't frightening—then or now. On his side are youth, strength, ambition. And now a family to encourage him on.

And he has the sure, dependable backing of his life insurance—with its answer to the question, "What would happen to them, if something happened to me?"

Note that it's called *life* insurance. That's a reminder of its second job: insuring a more confident life for the man who owns it.

INSTITUTE OF LIFE INSURANCE • 488 Madison Ave., New York 22, N. Y.

When someone's counting on you . . . YOU can count on life insurance.

Lee, NWM, Sycamore, Ill.; Jack Loman, Pru/Eng., Toronto; J. P. Lynch, JH, St. Paul; H. C. Markie, CG, Detroit; Anthony Mascarenhas, Govt. Personnel, San Diego; H. A. May Jr., MM, Chicago; J. J. McCabe, NYL, Clayton, Mo.; W. H. McFarlane, NWM, Cleveland; L. K. McGinnis, MM, Marion, O.; E. D. McGrath, Acacia, Newport, R. I.; L. A. McKinnon, NLV, Flint; C. A. McSweeney, NYL, Chicago; S. M. Miller, NYL, N. Y. City; W. K. Miller, MM, Los Angeles; K. D. Moore, Atlantic, Lubbock, Tex.; M. J. Moshier, CG, Cleveland; R. C. Odle, Trav., Port Huron, Mich.; J. L. Ogle, MBL, Pittsburgh.

K. D. Perrine, Am. Natl., San Diego; Tony Perry, Phoenix, N. Y. City; L. S. Pierce, MM, South Miami, Fla.; David Prouty, CG, Worcester, Mass.; L. B. Race, Govt. Personnel, Monterey, Cal.; A. B. Ratini, Am. Bankers, Pittsburgh; O. O. Robbins, CG, Minneapolis; A. M. Robertson, Pru/Eng., Toronto; J. P. Ronnow, NYL, Reno, Nev.; V. H. Rosenthal, Mfrs.,

Johannesburg, S. Africa; E. H. Ruhsam, NWM, Albert Lea, Minn.; J. G. Sample, CM, Knoxville; W. E. Sanders, Am. Natl., Amarillo, Tex.; R. E. Sauder, Guar. Mut., Ft. Wayne; Hermann Schaar, Phoenix, Ft. Worth; J. L. Schrumph, Acacia, Newark; H. E. Scot, Penn, Syracuse, N. Y.; H. A. Seligson, U. S. Life, N. Y. City; R. J. Seileck, Fidel, Mut., Detroit; A. M. Shochig, United Ben., Honolulu.

A. J. Saur, NWM, Jamestown, N. Y.; Harry Simon, Sun/Can., Welkom, S. Africa; H. H. Smith, Jeff. Std., Long Beach, Cal.; M. R. Smith Jr., KCL, Kansas City, Kan.; Saul Sokol, Pan-Am., Columbus, O.; K. W. Stockton, Am. Natl., Watertown, S. D.; G. C. Stossmeister, Pru, Indianapolis; Claude Stubblefield, NYL, Fresno, Cal.; H. E. Swain, United Services, Alexandria, La.; R. J. Taylor, NWM, Atlanta; L. K. Tovey, NYL, Los Angeles; H. M. Truitt, NYL, Tampa, Fla.; C. S. Vigra Jr., NYL, Hartford; G. M. Wakumoto, Occ./Cal., Honolulu; Ervin Wald, Penn. N. Y. City;

R. L. Walker, CM, Oklahoma City; W. L. Walen III, NEL, Chicago; G. A. Walters, College, West Lafayette, Ind.; H. A. Weil, State Mut., St. Louis; E. M. Weinstock, Home/N. Y., Louisville; T. D. Weiss, MM, Chicago.

W. C. Weldon, Phoenix, Washington; P. G. White, NYL, Long Beach, Cal.; Sherman Whitmer, NLV, Bloomington, Ill.; W. A. Wilcox, Pru/Eng., Toronto; B. W. Wilkins, Gt. South, Phoenix; R. C. Willson, Occ./Cal., Honolulu; H. J. Wulfsberg Jr., NWM, Long Beach, Cal.

III. Insurance Federation Moves

Insurance Federation of Illinois has moved its state headquarters to room A-620, Insurance Exchange building, Chicago, 175 West Jackson. Florence M. Manson is executive secretary-treasurer.

Widely Applicable Policies Are Unveiled

(CONTINUED FROM PAGE 8)

insurance protection, for total protection of \$3,000. The level term rider, which is participating, is available in five versions. Four are issued from ages 20 to 64 inclusive, with the fifth issued from ages 20 to 59 inclusive.

At a panel moderated by George A. O'Dowd, superintendent of agencies, north central division, there was a discussion of single-needs selling. The panelists and their topics were: William M. Taylor, general agent, Jacksonville, Fla., "Thoughts on Prospecting;" Royal L. Brown, Kelley-Baum agency, Detroit, "The Mortgage Protection Sales;" Stanton C. Seeba, general agent, San Francisco, "The Savings Plan;" and Julian Barton, Schloen agency, Beverly Hills, "The Young Man's Market."

Hold Business Life Panel

The need for life insurance in business was covered by a panel moderated by Harry Levey, superintendent of agencies, western division. Panel members and their topics included: Alfred Schlesinger, Grosten agency, Los Angeles, "For the Sole Proprietor and Partnerships;" Jack W. Horan, general agent, Louisville, "Closely Held Corporations;" and Adon N. Smith, Miller agency, Charlotte, N. C., "Key Man and Deferred Compensation Plans."

John Murray, Manhattan Life vice-president, moderated the final panel of the day, on group insurance. The panelists and their topics were: E. Donald Fuerst, general agent, Pittsburgh, "Group Prospects;" Ruth M. Kelley, general agent, Detroit, "Why Manhattan Group?" and Alex Rosen, Grosten agency, "Group Conversion As a Source of Business."

Next day, Harry J. Nelson, superintendent of agencies, midwestern division, was moderator of a panel on program selling. Participating panelists were: Virgil A. Schwarz, general agent, Tacoma, who discussed the estate tax approach; Walter H. Robbins, Robbins agency, New York City, whose topic was the simple programming approach; and Robert G. Leonard, Seattle agency, who spoke on time control.

Talks On Time Control

Anthony V. Rumolo, assistant superintendent of agencies, addressed the conference on retirement plans.

He was followed by Dr. L. Gordon La Pointe, vice-president and medical director, who talked on underwriting.

H. T. Shulenberger, who is both a CLU and CPCU, appeared as guest speaker at the conference. His address was entitled, "The 13th Doughnut." Mr. Shulenberger recalled how, when he was a boy, his neighborhood baker used to give him an extra doughnut after filling his order.

"Had my mother decided to change bakers," he said, "I would have defended Mr. Grable with my life, simply because he gave me more than I bargained for."

Similarly, he pointed out, the insurance salesman has a "13th doughnut" to offer his clients. That little "something extra," is service.

Berkshire Picks Builder For HO

Berkshire Life has awarded the contract for building its new home office in Pittsfield, Mass., to the Gilbane Building Co. of Providence. It will have a traditional Colonial style exterior and an ultra-modern interior.

Mr. Agency Builder:-

How Happy Can You Be?

You'll Never Know Until You

Investigate

NEW Columbus Mutual

AGENT'S and GENERAL AGENT'S CONTRACT

NEW Columbus Mutual

AGENT'S and GENERAL AGENT'S PENSION PLAN

YOUR GOLDEN OPPORTUNITY

to

BUILD YOUR OWN GENERAL AGENCY

3
of the
10 BIG
REASONS



TOP COMMISSIONS on 10 Leading Contracts, Vested Renewals, Higher Life-Time Service Fees, Liberal Overwriting and Liberal Agency Expense Allowance.



MONEY-MAKING SALES PACKAGES. New! Colorful Dynamic! Plus a new, easy-to-use Brain-Book and Brain-Kit. Your agents can't miss!



PACKAGED TRAINING PLANS. New! Amazingly simple! Easy to use!A quick money-maker for new or old agents!

Ask for Other Reasons-INQUIRIES HELD CONFIDENTIAL

THE COLUMBUS MUTUAL
LIFE INSURANCE COMPANY

Columbus 16, Ohio

Frederick E. Jones, Pres.

Fred C. Adams, Sup't. of Agents

Agency Building Opportunities in:

Alabama, Arizona, California, Delaware, Florida, Georgia, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Michigan, New Jersey, North Carolina, Ohio, Pennsylvania, Texas, Virginia, Washington D. C., and West Virginia.

Changes In The Field

Postal Life

Postal Life has appointed **Robert E. Greenfield** and **Joseph P. Smith** as



Joseph P. Smith



R. E. Greenfield

general agents at Chicago and at White Plains, N. Y., respectively.

Formerly assistant manager for Prudential, Mr. Greenfield is Postal's first midwestern general agent. He entered the business with Metropolitan and later became brokerage manager for New York Life before joining Prudential. His office is in the Board of Trade building.

Mr. Smith was formerly brokerage supervisor in Westchester county for New York Life. He entered the business with Nationwide in 1950, becoming its district sales manager. His office is at 16 Fisher lane.

Mutual Of New York

Robert C. Lefler has been promoted to manager at Oklahoma City for Mutual of New York, succeeding **Lloyd F. Roberts**



Robert C. Lefler



Lloyd F. Roberts

F. Roberts, who will become brokerage supervisor in the Milwaukee agency, where he joined the company in 1935.

Mr. Lefler joined Mutual at New Orleans in 1951, becoming assistant manager in 1953. He has been on the home office sales staff undergoing special managerial training. Before joining Mutual he was in non-insurance sales work. Mr. Roberts has been manager in Oklahoma City since 1948. Before that he was manager at Chicago for a year.

Prudential

George Seibert has been appointed assistant manager for brokerage in the Eubank & Henderson agency of Prudential in New York City. Mr. Seibert has been assistant general agent of State Mutual in New York City.

Mr. Seibert entered life insurance in 1925 as a New York brokerage supervisor for Penn Mutual. He later was with Fidelity Mutual as cashier and office manager in New York and the following year became brokerage manager for State Mutual's agency then headed by Gerald Young. He is a member of the executive committee of New York City Life Supervisors Assn.

Prudential has appointed these district managers: **Samuel H. Fox** at Bayonne, N. J., to succeed **Julius E. Bader**, who becomes "manager unattached" because of prolonged disability. He has been staff manager in Jersey City since 1950.

James V. Spignesi, from staff manager in New Haven to manager at Belmont, Mass.

Robert W. Burke from manager at Belmont to Roxbury, Mass., because of the continuing illness of **Duncan I. McAlpine**.

Kenneth A. Clary, formerly training consultant, to manager at Taunton, Mass., replacing **Edward Cornell**, now on disability.

Bankers Security Life

Hermine R. Kuhn has been appointed a general agent of Bankers Security Life, with offices at 527 Madison avenue, New York City. Miss Kuhn has been a consultant on estate planning, pensions, and bonus and profit-sharing plans. She was previously with Equitable Society in New York City and Manhattan Life at New Haven. She is publicity chairman of the League of Life Insurance Women of New York.



Hermine R. Kuhn

General American Life

Frank E. Kelly and **Edward L. Price** have been named general agents at San Francisco Multiple Agencies. Mr. Kelly won the "recruit of the year" award last year. Mr. Price, a specialist in A&S coverage, produced the highest total A&S premiums in the company for 1957. They will have offices at 46 Kearney street with General Agents **G. E. Johnson** and **D. J. Babakan**.

Life Of North America

Hilbert W. Reynolds has been appointed manager for Life of North America at Pittsburgh. The office is



H. W. Reynolds



O. T. Norvell

at 1 Gateway Center. Mr. Reynolds has been manager for New York Life in Pittsburgh for six years. He started in insurance with Prudential. He is membership chairman and a director of Pittsburgh Life Underwriters Assn. and is Pennsylvania membership chairman for National Assn. of Life Underwriters.

O. T. Norvell has been appointed manager for Life of North America at

Dallas, in the Exchange Bank building. **Alexander P. Boles** has been appointed regional group manager at Atlanta, with offices at 1308 Peachtree street, N.E. Before joining Life of North America he was district group representative for Sun Life for seven years and before that was an agent of the former Reliance Life of Pittsburgh.

United States Life

Ernst Ruffini has been appointed manager of the newly established brokerage department of the Ryan agency of U. S. Life in Cleveland. He has been assistant manager of the Cleveland brokerage office of Connecticut General for five years.

Mutual Benefit Life

Minert N. Thompson Jr. has been appointed regional manager of a new Mutual Benefit Life group office at 28 West Adam street, Detroit. This is the company's second regional group office, the first being in New York City. Plans call for an eventual establishment of seven regional offices. Mr. Thompson entered life insurance in 1954 as group supervisor for Paul Revere Life. Be-

hurray! we're goin' South!

Got an agency . . . goin' to represent Security Life & Trust Co.



Opportunity beckons in the Southland . . . the modern South of industrial development, just awakening to a surging, robust period of growth.

Southerners who migrated to other areas can turn their eyes homeward now and find their places in the sun. This is especially true in insurance marketing.

Security Life and Trust Company's expansion in the southeastern states is indicative of the South's great and progressive development.

Experienced life underwriters can write their own ticket in fertile areas because Security offers:

- Top Commission Contracts
- Opportunity in Management
- Home Office Training Schools
- Agents' Security Pension Fund
- Major Medical Coverage
- Company Stock Purchase Plan
- Home Office Assistance on Pension Plans and Group Insurance

Now is the time to arrange your future in the Land of the Sun! Look to Security Life and Trust Company and "Face the Future with Security."



SECURITY LIFE
And Trust Company

HOME OFFICE • WINSTON-SALEM, N. C.

INQUIRIES INVITED

Write today in full confidence to
R. G. Blair, Vice-President & Agency Manager
420 North Spruce Street
Winston-Salem, North Carolina

A PROGRESSIVE COMPANY EXPANDING AGGRESSIVELY WITH THE SOUTH



A Symbol of Security

Our roots go deep
into the life of
New England

INCORPORATED 1891

BOSTON MUTUAL LIFE INSURANCE COMPANY
156 STUART STREET • BOSTON 16, MASSACHUSETTS



UNITED FAMILY BENEFIT

One uniform low premium of \$25 per unit of the United Family Benefit gives necessary life insurance on mother and all children! Father simply adds the Benefit to the basic United Life policy he selects.



Decreasing term on wife means death benefit is greatest when children are small and financial protection is most needed. Level term of \$1,000 per unit of Benefit on each child.

Insurance provided by Benefit is paid up in event of death of either father or mother.

Wife and children have conversion privilege.

Children born during term of Benefit automatically have FULL coverage from 15 days old.

UNITED LIFE AND ACCIDENT INSURANCE CO.
CONCORD, N. H. ESTABLISHED 1913

Write H. V. Staehle, Jr., C.L.U., Field Management Vice Pres., United Life, 5 White St., Concord, N. H. STATES SERVED: Cal., Conn., Del., D. C., Me., Md., Mass., *Mich., N. H., N. J., N. C., *Ohio, *Pa., R. I., S. C., Vt., Va.

*General Agency opportunities available

Mr. President !!!

Your Company Will Earn More Money If You Let Foundation Handle Details . . .

Foundation is a new kind of organization with a new concept of service for the life insurance industry.

• Insurance company clients of Foundation Life Insurance Service Co. are well above the average in growth and earnings when compared with the rest of the life insurance industry. And there's a good reason why.

The executive personnel of these client companies are free to concentrate on sales, sales and more sales. Foundation takes care of all the home office detail work, and does it less expensively.

For instance, Foundation will process your applications, issue your policies, mail your premium notices, audit and pay your bills, and do your premium and general accounting.

We'll relieve you of the burden of these home office chores and save you money on administration expense. More important, you and your executive personnel will be able to devote all your efforts to building sales.

Write today and let us show you what we can do for your company.

Foundation Life Insurance Service Company

Box 321, Northside Station

Atlanta 5, Georgia

fore that he was in the drug and banking fields.

Kennard W. Becker has been appointed district group manager for Mutual Benefit Life at Cleveland. He entered life insurance in 1937 with Equitable Society while still attending Ohio State University. He continued with the company at New York in the field and in the home office group department, later transferring to the Chicago group office. On leaving the Navy in 1946 he became district manager for Liberty Mutual at Milwaukee, then district manager for Massachusetts Mutual there and at Minneapolis before joining Nationwide as regional group manager at Cleveland.

Aetna Life

William H. Hollingsworth has been appointed assistant general agent at the Mineola, N. Y., agency of Aetna Life. He joined the company seven years ago and has been brokerage supervisor and agency supervisor in the Long Island area since 1954.

Stanley F. Hopper has been appointed assistant general agent of Aetna Life's Oklahoma City general agency. He entered life insurance five years ago and has been engaged primarily in agency management work.

Pilot Life

S. W. Baker has been promoted to superintendent at Kinston, N. C., by Pilot Life. He joined the field force in 1949.

G. W. Harrison, formerly superintendent there, is being transferred to the home office training division.

J. C. Goyen has been appointed mortgage loan supervisor at Dallas. He will have supervision over Louisiana and Texas. He was formerly district mortgage loan manager for Pacific Mutual Life.

Occidental of California

Richard T. Brown has been named assistant manager for the Chicago branch. He joined the company after service with an inspection company. Prior to this he was in sales for two years and was an agent with Equitable Society for three years.

John G. Pappajohn has been appointed general agent in Mason City, Ia. He joined the company after serving as an agent there for Aetna Life since 1953.

Illinois Mutual L.&C.

Clarence R. Warner of Kewanee, Ill., has been named field supervisor for northern Illinois replacing **Robert Brady** of Park Forest who has moved into the home office at Peoria as a special group representative.

LIFE OF AMERICA—**James M. Clark** has been named general agent with offices in Columbus, Ga. He previously had operated a general agency and was executive vice-president of Columbus National Life.

NATIONAL UNION LIFE—**Michael A. Mesi** has been named general agent in St. Paul and **Lyle W. Falk** has been appointed general agent at Owatonna, Minn. Mr. Falk was an area manager for Franklin Life for the past two years, and was with Northwestern National before that.

TENNESSEE LIFE—**James B. Roddie Jr.** has been appointed manager of Austin (Tex.) agency. Mr. Roddie has had extensive experience as agent, field supervisor, training director and agency director.

N. Y. Life Ad Features Dr. Teller

New York Life's current national advertisement, *Should Your Child Be a Scientist?* features a statement by **Edward Teller**, professor of physics and director of University of California's radiation laboratory. Dr. Teller strongly urges parents to recognize early a child's interest in science and then do all in their power to encourage it.

Sun Life of Canada
representatives sold

917 MILLION DOLLARS

of life insurance during the past year, the largest amount ever sold by a Canadian life insurance company and a proud achievement for our entire field force. Sun Life insurance in force now stands at:

\$7¾ BILLION

Paid to Sun Life policyholders and beneficiaries in 1957:
\$155,111,192

Total benefits paid to policyholders since organization:
\$3,295,955,574

Dividends to be paid to policyholders during 1958:
\$34 million

SUN LIFE ASSURANCE COMPANY OF CANADA

Coast to coast in North America

MANAGEMENT A CONSULTANTS

O'TOOLE ASSOCIATES
Management Consultants
To Insurance Companies
Established 1945
220-02 Hempstead Avenue
Queens Village 29, N. Y.

BOWLES, ANDREWS & TOWNE, Inc.
ACTUARIES
MANAGEMENT CONSULTANTS
LIFE—FIRE—CASUALTY
EMPLOYEE BENEFIT PLANS
RICHMOND ATLANTA NEW YORK
PORTLAND

CONSULTANTS
IN MARKETING AND
FOR THE
FRANK LANG & ASSOCIATES
ONE NORTH LA SALLE ST. CHICAGO 2, ILLINOIS
521 FIFTH AVENUE NEW YORK 17, N.Y.

Home Office Changes

Penn Mutual Life

Marion A. Watson, director of the policyowners service bureau of Penn Mutual, has been appointed an officer. Miss Watson joined the company in 1928 as secretary to the late John A. Stevenson, at that time home office general agent and later president of the company. She became assistant to the president in 1947 and director of the policy owners service bureau in 1951.

Columbian Mutual Life

Columbian Mutual has promoted Joseph P. Conte to vice-president and secretary; Henry A. Vollmer to 2nd vice-president in charge of agencies; Clarence E. Phillips, 2nd vice-president in charge of claims; Arthur J. Kern, 2nd vice-president in charge of underwriting; George M. Fisher, to treasurer and comptroller; Clair D. Rublee, to director of public relations, and Harry T. Gorman to manager of investments.

Midland Mutual

Russell S. Moore, manager of agencies for Midland Mutual Life has retired after 35 years with the company in both field and home office capacities. He joined Midland Mutual in 1923 at Akron, and entered the Columbus home office in 1927 as an agency supervisor. In 1939 he was named assistant manager of agencies and in 1950, manager of agencies. Mr. Moore is shown trying out the beverage set given him by officers of the company. Looking on from the left are C. E. Sherer, vice-president and director of agencies; E. R. Dare, director of education and agency finance; Mr. Moore; and William H. Ellis Jr., assistant director of agencies.



Prudential

George G. McCarthy has been promoted to director of agencies and head of Prudential's district sales and service organization in northwest Pennsylvania to succeed Wayne E. Phillips, now executive director at the Chicago regional home office. He joined Prudential in 1935 and since 1953 he has been associate director of the district agencies department at the Newark home office.

Anthony R. Fagundes, staff manager at San Leandro, Cal, has been named training consultant at Prudential's Los Angeles regional home office. He joined the company in 1951 as agent in Oakland and transferred to San Leandro last year.

John J. McKenna has been named training consultant. Mr. McKenna, formerly staff manager for Santa Ana, Cal. district office, joined Prudential in 1949 as agent and was advanced to staff manager two years later.

Equitable Society

Dr. Thomas H. Alphin has been appointed an associate medical director of Equitable Society. His duties will include the development of more effective relationships between the company and the medical profession, with special emphasis on group. He has been director of the Washington office of American Medical Assn. since 1955. Before that he was assistant dean of medicine at University of Missouri, following two years of service as assistant director of the A.M.A. Washington office.

Northeastern Life

Daniel A. Yannantuono has been advanced to comptroller of Northeastern Life of Mt. Vernon, N. Y. He joined the company in 1952 and has been supervisor of the accounting department. Before that he was assistant comptroller of the Diana Stores Corp.

Life of North America

William M. Sausser has been appointed executive sales specialist in the Life of North America home office group department. He entered insur-

ance in 1950 with Old Republic Life of Chicago. He became regional manager at Washington and later moved to the home office as divisional sales manager and assistant to the president. More recently he has been 2nd vice-president of Variable Annuity Life of Washington, D. C.

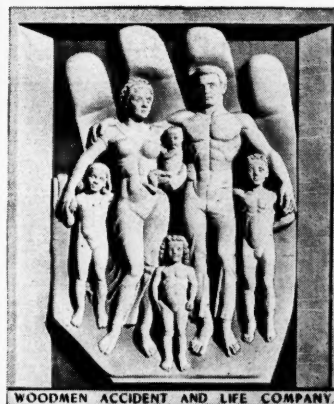
Colonial Life

Roy F. Duke Jr. has been elected treasurer of Colonial Life. He joined the company in 1952 and became assistant treasurer in 1953.

FEDERAL L. & C.—Sherman J. Lavigna has been appointed group sales manager, Howard E. Brumley group secretary and Allen B. Busch group sales supervisor for the Detroit area. Paul Jack has been named director of the new administrative division, and Raymond W. West supervisor of systems and methods in that division.

BALTIMORE LIFE—has appointed Frank T. Davelli Jr. as home office supervisor. He joined the company at New Castle, Pa., in 1949. He has been staff superintendent of the Beaver Falls district, which led the company in production last year.

Like Sterling on Silver



The Protecting Hand®

The Protecting Hand emblem of Woodmen Accident and Life Company on a policy of life or accident and health insurance is a hallmark of quality. For sixty-seven years this pioneering Company's foremost purpose has been to provide sound protection and reliable service for its policyholders. Its unusual financial strength, complete line of personal insurance coverages, able corps of trained field representatives and long history of outstanding performance have earned it the reputation of "a good Company with which to insure."

Career opportunities for men who seek success in personal insurance field underwriting and management are available in 27 states and the Territory of Hawaii. For complete information write to L. J. Melby, Agency Vice President.

Woodmen Accident and Life Company

Lincoln, Nebraska

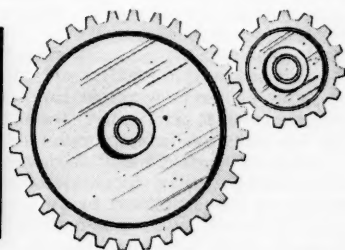
ESTABLISHED 1890

A MUTUAL LEGAL RESERVE COMPANY

E. J. Faulkner, President

All forms of LIFE—ACCIDENT—HEALTH—HOSPITAL—MEDICAL and GROUP INSURANCE

Geared for Productive Agency Building



Indianapolis Life provides its agents and general agents with liberal commissions ... life-time service fees ... hospitalization and major medical benefits ... group life ... and a non-contributory pension plan. A substantial training allowance is also provided, together with ALL the tools for building a successful, profitable agency—including: 1 Career compensation plan and production incentive agreement for new men. 2 Basic and programming schools. 3 Success-proven training courses. 4 Business and tax seminars. 5 Check-o-matic and premium deposit plans. 6 Special college senior plan.

PLUS

A complete line of competitive life, accident, sickness, hospitalization, major medical and family policies.

WALTER H. HUEHL, President

ARNOLD BERG, C. L. U., Agency Vice-President

INDIANAPOLIS LIFE

INSURANCE COMPANY

Mutual—Established 1905

INDIANAPOLIS 7, INDIANA

AGENCY OPPORTUNITIES in Colo., Fla., Ind., Iowa, Ky., Mich., Minn., Mo., Neb., N. D., Ohio, S. D., Texas, Wis.

FIDELITY

A WELL-BALANCED COMPANY



Family Counselor . . .

The Life Underwriter helps in the making of plans for the welfare and security of the family.

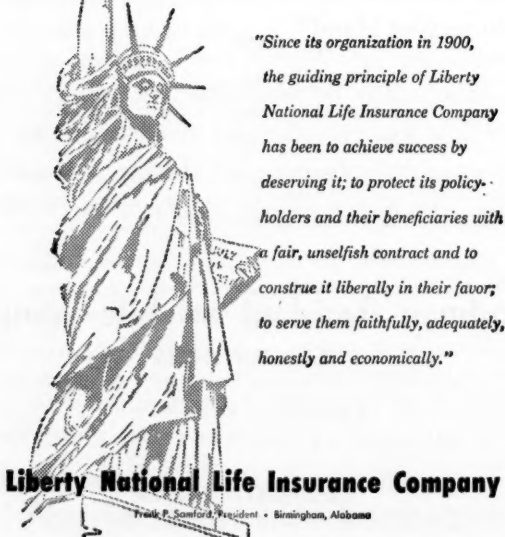
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Liberty National Life Insurance Company

Frank P. Sanford, President • Birmingham, Alabama

Inflation Is Still The Big Danger, Says DeWitt

(CONTINUED FROM PAGE 5)

the economy healthy, then we must act like it and talk like it.

"There must be a psychological re-awakening, a resurgence of public confidence in the ability and the necessity to maintain a forward thrust of the economy. And it must come from the minds, the hearts and the voices of people such as you.

"Just as a slight cold sometimes conceals a far more deadly virus, the real menace to our national economic health is even now being masked by the symptoms of the recession. I am speaking, of course, of the deadly menace of inflation which, in spite of a reduction in consumer demand, still sends the price of basic commodities inching upward steadily on the index. Inflation is slowly robbing individuals and businesses of needed purchasing power. It makes a mockery of savings."

Mr. DeWitt called for "responsible leadership of both management and labor who will, with the larger good of the nation in mind, strive to put an end to the price-wage leapfrog we have been playing since the war. On the part of the government we must have a program of economic policy-making which will serve the needs of both the international and the national situation simultaneously and without one doing harm to the other," he said.

"We need a recognition that price stability as well as full employment must become a primary goal of public policy," he said. "On the part of the consumer, we must have a realistic balance of spending and saving motivated by confidence rather than fear, and need rather than extravagance."

Insurance Stabilizing Factor

Mr. DeWitt pointed to the stabilizing factor that life insurance can play in the economy: "The need for life insurance among all groups has never been greater. Can you think of any transaction that creates a greater sense of confidence in the future?"

In discussing the present state of economic affairs, Mr. DeWitt said, "Put any name on it you want, it can only be temporary. I am firmly convinced that this situation is more psychological than economic. That it is more of an atmosphere than a phenomenon. That it has been triggered by an accumulation of events which have disturbed minds more than pocketbooks. We must remember that it doesn't take much to reawaken a depression psychology in many people who have vivid memories of the 1930s."

HIA Has Open House In New Chicago Quarters

Health Insurance Assn. of America held open house the afternoon of April 25 in its new Chicago offices at 168 North Michigan boulevard. Robert Neal, managing director, whose head quarters are at Washington, was the principal host, assisted by John Hanna, general counsel of HIA who makes his headquarters at Chicago, and by the members of his Chicago staff.

HIA has been in offices at 208 South LaSalle street, the old location of H&A Underwriters Conference. An enlarged staff and the need for additional working space necessitated the change.

The new quarters on Chicago's fashionable Michigan boulevard make the HIA a neighbor of American Life Convention a few doors north. Visitors to the new quarters were impressed by their functional design—adequacy in all things but without lavishness.

Must Convince Public That Good Medical Care Is Worth Cost

There's a big job for the medical profession and the voluntary health insurance agencies to do in educating and convincing the public that good medical care is worth its costs, Howard A. Moreen, vice-president of the group division of Aetna Life and chairman of Health Insurance Council, told a meeting of Texas State Medical Society at Houston.

Mr. Moreen warned against the possibility that people may begin to think the government can do the job cheaper.

"We know that the government cannot do the job cheaper without a deterioration in the quality and quantity of the fine medicine we now enjoy," Mr. Moreen stated.

"Health insurance must be recognized as a means of obtaining the best possible medical care that science can provide, not as a way of spending less for medical care. Consequently, improved medical care must necessarily be linked with increases in health insurance costs."

Among methods of controlling health insurance costs, Mr. Moreen advocated use of comprehensive plans which cover a broad area of medical expenses, with a deductible amount to screen out small bills and coinsurance to give a patient a financial interest in the services which he requires.

Mr. Moreen stated that considerable progress is being made in providing coverage through voluntary insurance plans for older people, who have greater need for health protection and smaller funds from which to purchase it.

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Des Moines 7, Iowa

A GENERAL AGENCY COMPANY

NAIC Holds Parley On Senate Inquiry

(CONTINUED FROM PAGE 1)

industry, and before anything gets started effort should be made to try to keep the whole situation from getting out of hand.

A report will be prepared but it probably will not be published until the annual meeting of NAIC in June.

To open the meeting, Mr. McConnell read a prepared statement in which he defined the purpose of the gathering as being to establish "an orderly and efficient system of coordinated cooperation with the subcommittee on anti-trust and monopoly of the United States Senate."

Keep Congress Informed

It is appropriate that Congress be informed about the operation of state regulation, Mr. McConnell said, and, in fact, members of Congress are kept informed through contact with insurance commissioners and governors of their states. The insurance system, he went on, is constantly being improved. "It is not perfect and many examples of inadequacies of particular laws and of misconduct of individuals engaged in the insurance business could be found. This fact does not detract from the general statement that we now have an efficient and constantly improving system of state regulation."

In general, he went on, it can be said that there is no monopoly in the insurance business and that the state system is designed to prevent restraints on reasonable competition.

For four hours in the morning the commissioners held the floor to air their opinions and suggestions, and in the afternoon the industry was invited to speak. It was in the ensuing two hours that a general program was formulated which the commissioners took into executive session.

Several of the observers noted that only one commissioner at the head table had lived through the hectic days of the SEUA decision and of passage of public law 15—Donald Knowlton of New Hampshire. To the rest, at least in the role of commissioner, the problems involved in dealing with Congress in this sort of matter are new. The industry representatives, however, for the most part have intimate acquaintance with this sort of thing.

Old Pro On Hand

One of the real old pros was on hand—Henry Moser of Allstate, a father of the all-industry bills and author of the "Moser Amendment." He was called upon by Mr. McConnell as the session was drawing to a close to

summarize some of the discussion and possibilities.

The Senate committee is titled "monopoly and anti-trust," Mr. Moser observed, and this general nature of its make-up would seem to indicate that its inquiries would be directed in those channels and not to an entire review of public law 15.

Sees Day Of Reckoning

In all human experience, Mr. Moser remarked, there is a day of reckoning, both for individuals and corporations. This day seems to have come for insurance with the advent of a Senate committee inquiry. There is some understandable irritation on the part of those faced with this crisis, but he reminded the commissioners that they hold office by grace of Congress. It was Congress which enacted public law 15 and kept regulation to the states, so long as states enacted laws to preempt federal control.

But this means, he pointed out, that the states have to account for monopoly, coercion, boycott, intimidation, and other anti-trust activities.

There is a tendency to hold congressional committees pretty much to the scope for which they were created, he added, and this would seem to offer a basis for going to Congress and trying to limit the scope of the forthcoming investigation to the monopoly and anti-trust field. Mr. Moser advised the commissioners to emphasize that they desire to cooperate and tell in full what has been done, but with the hope that the inquiries of the staff will be confined to the area within which the committee was created.

Fears States' Overconfidence

He said he would hate to have the states approach the inquiry with the attitude that they are strong enough to stave off federal control or some similar action by Congress; or get into a squabble with the committee and with Congress on the question of whether the committee was exceeding the range of its authority.

Commenting on some of the remarks of the morning, Mr. Moser urged that NAIC not approach the question with the idea that Congress has only a \$365,000 appropriation of which insurance has a small share, and that the investigation is only part of the larger whole and is nothing to be concerned with. If more money is needed to investigate insurance, there is a bottomless barrel from which it will come, he remarked, and if insurance

is a subject the committee wants to pursue it will pursue it to the full. The consideration must be that there will be a full and open and honest inquiry, he declared.

The shortcomings and failures of insurance regulation will be spotlighted for headline purposes, Mr. Moser continued. There will be things which can be proved, and the states can do nothing but admit them. The counterbalance will be to show how much the good outweighs the bad, and this cannot be done in generalities or platitudes. Factual data must be available, and it is not too soon to start getting the information ready.

And, he added, it is not too soon to start meeting the deficiencies in the states so that all the holes will be plugged by the time the next investigation comes along, "because there will be more."

If insurance comes out of the investigation without congressional action being taken, Mr. Moser said it will not mean the sore spots in the industry are then justified. There will still be some cleaning up needed.

Robert R. Neal, managing director

Provident Life Declares Stock, Cash Dividends

The board of Provident Life, Bismarck, N. D., declared a 33-1/2% capital stock dividend to all stockholders of record April 15, and a cash dividend of 85 cents per share based on the number of shares issued and outstanding after the stock dividend.

President H. A. Jones, at the annual stockholders meeting, described 1957 as the greatest year in the company's 42 years. Insurance in force was at \$183,224,202 compared with \$168,829,552 for 1956; assets increased from \$37,661,105 to \$40,870,737; and capital and surplus grew from \$2,703,357 to \$2,975,993.

of Health Insurance Assn., observed that at some point to come there will be a full reexamination of public law 15. Everything indicates this will happen. Insurance supervision has done a remarkably good job from passage of public law 15 to the present, he declared, but he cautioned that there is still some progress to be made.

The staffs of committees of Congress

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are the representatives of Congress in the same manner that sergeants when given orders are the representatives of colonels in the army, Mr. Neal said. The staff inquiries, he implied, will therefore have to be given consideration on that basis.

He said the pending investigation will give insurance and state supervision a chance to demonstrate with dignity and statesmanship the status of regulation and the tremendous accomplishments of the last decade.

The means of approach to the investigation, he urged, should be decided upon through the NAIC, and rather promptly.

Newell Johnson, general manager of American Mutual Insurance Alliance and Minnesota commissioner at the time of PL 15, reminded the commissioners that the Senate investigation

is not the only federal problem they have to deal with. There are bureau encroachments which are actually more difficult to handle because when dealing with Congress the industry deals with those responsible for making decisions and there is a give and take that government bureaus do not seem to have.

Navarre of Michigan, NAIC president, commented that he has been in office for seven years and for that entire time the NAIC and individual commissioners have been ducking rocks thrown at them by the industry, by politicians, by government bureaus, by newspapers, and others. This makes it difficult, he pointed out, for the regulatory authorities to make as much headway as might be accomplished if the air were clearer.

Vestal Lemmon, general manager of

NAII, said the affirmative approach is the one to use. He recalled the day the Supreme Court decision in the SEUA case was announced and the pandemonium that ensued. Looking back at the efforts put forth then to preserve state regulation and competition, he said with an investigation coming up the business cannot lie in the weeds. There are good features to be emphasized and bad ones to be admitted. He agreed with Mr. Moser that facts, not generalities, are essential.

The investigation cannot be regarded as a minor one, Mr. Lemmon said, but as a crucial stage in insurance regulation. He supported the idea of a visit to the Senators, saying that the proper approach might help limit the matter to an anti-trust and monopoly inquiry, and the sooner this is done the better. It cannot be allowed to drift.

Feels Committee Strays Afield

At the morning session, Mr. McConnell expressed deep concern that the inquiries of the investigating committee staff were going a little far afield. What should be done about these shotgun letters? he wondered. There is no desire to cover up or try to hide anything, he emphasized, but neither is there any desire to have the investigation jump from one spot to another without any continuity or control. It was clear from Mr. McConnell's remarks that his greatest interest was in having the Senate inquiry defined as to its nature so that the NAIC would then be able to respond properly.

Mr. Navarre commented that the Senate report calling for a study of monopoly and anti-trust mentions insurance only incidentally and only to say that attention of the committee had been called to "arbitrary uniform rates" and restrictions on companies charging lower rates when they want admission into new states. He suggested that insurance might have been added to the inquiry simply as further justification for the appropriation without at the time being of special interest.

Later in the discussion many agreed with Mr. Navarre's hypothesis, but also agreed that as the staff gets working to prepare a report it is likely insurance will assume considerably larger dimensions as an area of study.

Concerned Over Negative View

The commissioners also showed concern over having some of the so-called "imperfections" in the business and in regulation picked out when as a matter of fact there is good basis for the existence of some of them. There are certain apparent inconsistencies which can be understood only when the business is understood as a whole.

Hammel of Nevada said he has heard that the committee staff has already listed 11 or 12 matters it intends to pursue, and only two or three of them are strictly in the monopoly and anti-trust field. Some of the others are such as misclassification of automobile risks, company failures, the use of reinsurance in company examinations, credit insurance, etc., etc. The staff has some scandal items on its agenda, and these are the things that NAIC does not feel have anything to do with the matter at hand and are not representative of the condition of state supervision or the business as a whole.

Mr. Navarre pointed this up, commenting that there is a danger to the insurance industry of the fragmentary views of those investigating the business distorting the picture and

Allen Senior V-P Of Home Life; 2 Others Advanced

NEW YORK—J. Finlay Allen has been advanced from vice-president and secretary to senior vice-president of Home Life of New York and has been nominated to the board of directors.



J. Finlay Allen

George Gamache was promoted from assistant secretary to secretary. Donald R. Morganson, assistant counsel, has been given the additional title of assistant secretary.

Mr. Allen joined Home Life in 1929 in the actuarial department. He has been vice-president and secretary since 1950. He is a fellow of Society of Actuaries. He is a past president of Life Office Management Assn. and has been on its board since 1938.

Mr. Gamache started in the actuarial department and has been an officer since 1946. He is a director of New York chapter of National Office Management Assn.

Mr. Morganson joined the legal section of the mortgage department in 1941 and has been an officer since 1950.

Remole Feted At Dinner Marking Move Into Agency's New Building

Norman W. Remole, manager in Minneapolis for Guardian Life since 1927, was honored at a dinner to mark the opening of the building housing the new quarters for his agency on Park avenue's "Modern Mile" in Minneapolis. President John L. Cameron congratulated Mr. Remole and his associates on their fine record and presented a gold key for the new offices to Mr. Remole. John C. Slatery, 2nd vice-president was toastmaster.

On the day following the dinner, the agency held an open house in the new building for more than 400 guests.

Summer 1958 Millionaire

Fred J. Summer of the Sacramento agency of Prudential is the first 1958 million dollar producer for his company, having achieved that status in 3 months. Before leaving California for a Wisconsin vacation, Mr. Summer had placed \$1,143,912 in life and A&S contracts. He keeps his hand in while on vacation with a production of about \$200,000.

damaging the whole structure. The FTC charges against A&H advertising, he said, are an example. This blast at the business was not understood by the public and cost one company involved 40% of its renewals.

The commissioners do not want to try to gag an investigation, even if they could, he said, but only keep it in perspective. State regulation, he declared, is in a good position, the best it has ever been in, in fact, and is still improving.

Significant contributions to the discussion were made by Commissioners Howell of New Jersey and Smith of Pennsylvania, both of whom have political experience as legislators. They advised that a realistic view must be taken of what congressional committees can and will do. Staff investigations prior to hearings cannot be treated in any but a straightforward manner, they agreed.

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Pacific Mutual Uses Musical Comedy To Show Latest Changes

The most sweeping revision of policies, sales aids, forms and procedures in its 90-year history has been announced by Pacific Mutual Life. Meeting at the Los Angeles home office, April 23-27, the company's leading field men and agency heads heard more than 60 changes presented in a 4-hour stage production featuring a cast of 70 home office employees.

Among the most important changes were graded premiums; family circle protector providing term on the mother to age 55, 60, or 65 and on the children to age 25; value increase provided in minimum amounts of \$25,000 with cash values equal to the full net level reserve from the first year; retirement income with insurance, now to be sold with \$1,000 of participating life for each \$10 of monthly retirement income; family security rider paying either monthly income or commuted value in cash; level term rider available for 10, 15, or 20 year periods fully convertible to age 60; single premium deferred annuity; comprehensive hospital and medical policy and senior hospital policy, now guaranteed renewable; an improved dividend scale; seven major form simplifications and several procedural improvements, and, to top it all off, a new rate book.

First Time At Home Office

The meeting was the first Top Star conference ever held at Pacific Mutual's home office. Highlight of the gathering was a formal banquet April 25 with addresses by Asa V. Call, chairman; T. S. Burnett, president; G. Standeford, Fresno general agent; and R. Earl Denman, national sales leader.

Mr. Denman, of the Gantz agency, Cincinnati, was installed as president of the Big Tree Leaders Club during the conference. He has been Pacific

Pictured is an architect's drawing of the new 5-story National Travelers Life home office building in Des Moines, scheduled for construction in July and completion early in 1959. National Travelers consolidated with National Life of Des Moines in January to form the present company.

Both companies now occupy separate buildings.



Mutual's national production leader 12 times in his 35-year career. Also installed were club vice-presidents T. J. Shannon, Pittsburgh agency; R. P. DeOrsey, DuFour agency, Washington D. C.; C. P. Hochstadter, Gantz agency, Cincinnati; and P. T. Abell, San Francisco agency.

Emily W. Thompson, Des Moines agency, received special recognition as Pacific Mutual's leading woman underwriter.

To introduce its new policy portfolio, Pacific Mutual used a 4-hour live stage musical comedy, including a western scene, a Disneyland sequence, an Oriental skit, and a Spanish fiesta. The only outside help employed was for writing and directing. Music was arranged and conducted by a member of the agency department, choreography was handled by a group department receptionist, a leading role was played by a claims man, and singers, dancers, actors and actresses volunteered from every department.

The production climaxed an unusual sales promotion campaign going on for almost a year. Work on the new material to be presented had been labeled the "Green Door Project" and a "teaser" campaign asking "What's Behind the Green Door?" had whetted agents' curiosity regarding the revelations at the conference.

Trips to Disneyland and Marineland provided recreation and a special 2-day trip to Palm Springs for the company's top agents and agency heads wound up the meeting.

Slate Speakers For Iowa Sales Rally, May 9-10

The program has been completed for the annual sales congress of Iowa State Assn. of Life Underwriters for May 9-10 at Hotel Blackhawk, Davenport. Guest speakers will be George E. Deras, Connecticut Mutual, Omaha; Harold J. Cummings, president Minnesota Mutual; and R. L. McMillon, Business Men's Assurance, Abilene, Tex.

In addition to the speakers, the congress will include an Iowa all-star panel: Cleo Edwards, Central Life of Iowa, Cedar Rapids; John Lansing, Northwestern Mutual, Mason City; and Parker Crouch, Equitable of Iowa, Des Moines. Moderator will be Henry Meese, Travelers, Davenport. All are Million Dollar Round Table members.

A management conference will be held May 9, at which Eber M. Spence, vice-president and agency director American United, will talk on pre-induction training, and Robert W. Osler, vice-president Rough Notes will talk on "Like It Or Not—These Problems We Face."

The association's business meeting will be held the afternoon of May 9 followed by a fellowship banquet that evening. C. Brainerd Matheny, general agent Fidelity Mutual at Pittsburgh,

will be a featured speaker for the banquet, speaking on "The Magic of Life Insurance."

Robert Yackels, New England Life, is chairman of plans for the congress.

Union Labor Life Nears Billion Mark

NEW YORK—Within the next few weeks Union Labor Life will pass the billion dollar mark in life insurance in force, President Edmund P. Tobin reported at the annual stockholders meeting held here.

Mr. Tobin also cited the increase in assets, now \$33,835,165, a gain of \$4,412,711.

Start National, Vt., Steel Work

Erection of structural steel started this week on the construction of the new home office of National Life of Vermont. Clearing of the building site, a wooded hill overlooking the Vermont state capitol, began late last summer. Completion date for what will be Vermont's largest office building is expected late in 1959 or early 1960.

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Editorial Comment

It Pays To Be Distant

There is great interest in outer space these days, but there are grave space problems right on earth and one of them is the proper distance to keep behind the car in front of you, if the shockingly high incidence of traffic deaths is to be reduced.

This is pointed up by Greater New York Safety Council, which has announced that while it is a violation of state and city laws to drive a car too closely behind the vehicle ahead, the laws do not say what is too close. The traffic policeman inherits the job of making that decision.

This is one of those cases where the law is pretty feeble unless everybody conforms. For example, the careful driver will be scrupulous in keeping in a safe distance behind the car

ahead but in the very act of doing so he draws closer to the vehicle behind, which may be manned by a completely reckless motorist. He then becomes literally the "man in the middle."

Perhaps after he is rammed he can take comfort in the hospital from the knowledge that the driver who busted up his rear end was a lawbreaker.

No law will keep cars safe distances apart on the highways where the just and the unjust often wind up together in a tangle of crushed metal. Education may do the job, but we're inclined to believe that scientists will solve complex outer space problems long before the riddle of enforcing the maintenance of proper space between two moving Chevrolets is solved.—John N. Cosgrove.

What's In A Name?

Now that there are some 1,300 legal reserve life companies having their home offices in the United States, it is interesting to make a little study of the names that life companies have adopted. First there are what might be termed the regional names which include the four sections of the country. Many companies have "Eastern," "Western," "Southern," or "Northern" in their names.

Next are the companies that use a state as part of their name such as "Connecticut," "California," "Massachusetts," "Minnesota," "Ohio," "Texas," "Wisconsin."

There are a number of companies that use a city as part of their name, as for example "New York," "Boston," "Philadelphia," "Baltimore," "Kansas City," and "Indianapolis."

Several companies include eminent Americans in their names. Among these are "Lincoln," "Jefferson," "Washington," "John Hancock," to name a few.

But the words most frequently found in the names of life companies are these: "Union," "Mutual," "National," "American," "Bankers," "Fidelity," "First," "Great" and "Security."

All that these various company names mean, and a number of them are rather innocuous and uninspired, is that the name of a company is usually not the influencing factor in the sale of life insurance. It is true, of course, that some of the very largest and nationally advertised companies are known to the public in general, at least in a vague way. The oldest, and largest, and the most advertised companies naturally make some registration on the minds of those who read or are impressed by their advertising. But there are hundreds of companies whose agents find that the public never heard of the name of their company before. These agents are nevertheless able to sell their policies because it is the work of the agent, his presentation, his personality, his understanding of the business, and his persuasiveness that make the sale. That is why a life insurance company

with even a silly name can do a good business. The public buys what the agent is selling, and does not buy the name of the company unless it has a special association in its mind, which is not the usual case.

Companies do not have the same percentage of growth, no matter what their names may be. They are successful in one degree or another depending upon intelligent and skillful management at the home office and a competently trained, hard-hitting agency organization in the field. If a company name means anything, it is because of these factors, rather than anything special about the name itself.—Howard J. Burrighe.

Deaths

WHITNEY W. STODDARD, 65, general agent of Massachusetts Mutual Life at South Bend from 1938 until 1949, died there after a long illness. He was with the company more than 30 years.

THOMAS H. BERRY, 51, agency manager of North American Life at Topeka, died. He joined North American in 1946 after 10 years with Metropolitan.

J. B. NETTELFIELD, 54, superintendent of reinsurance of Great-West Life, died at Winnipeg General hospital. He entered the business in 1935 as an agent for Great-West at Toronto and subsequently was branch supervisor and branch manager in Toronto until 1940 when he joined the Canadian army. At the conclusion of World War II, he became manager of



J. B. Nettelfield

Great-West Life's Montreal central branch. A short time later, he moved to Winnipeg as an assistant superintendent of agencies. He was promoted to superintendent of agencies in 1950. He was named superintendent of reinsurance last year.

JOHN H. HOYLAND, director of administration in the agency department of Equitable Society, died after a long illness. He had been with the company since joining it in Detroit in 1921. He was associate superintendent of the agency department from 1949 until this year, when he became director of administration.

Personals

Clifford W. Streeter, who retired May 1 after 20 years as St. Paul manager for Equitable Society, was honored at a dinner at the Minnesota club in St. Paul.

B. C. Hunt, vice-president and economist of John Hancock, has been elected a director of National Casket Co.

The Democratic nominee for railroad commissioner of Montana is **Jack Holmes**, the son of **John J. Holmes**, Montana state auditor and insurance commissioner. For five years Jack Holmes has operated his own general agency in Helena.

Frazar B. Wilde, president of Connecticut General Life, has been elected to the board of governors of Flight Safety Foundation, a non-profit organization devoted to the promotion of safety in aviation.

Stocks

By H. W. Cornelius, Bacon, Whipple & Co.
135 S. LaSalle St., Chicago, April 29, 1958

	Bid	Asked
Aetna Life	175	180
Beneficial Standard	13 1/2	14 1/2
Business Men's Assurance	64	66
Cal.-Western States	81 1/2	84
Columbian National	70	72
Commonwealth Life	19 1/2	20 1/2
Connecticut General	240	244
Continental Assurance	124 1/2	126 1/2
Franklin Life	68	70
Great Southern Life	71	74
Gulf Life	21 1/4	22 1/4
Jefferson Standard	71 1/2	73
Kansas City Life	1250	1275
Liberty National Life	28	29 1/2
Life & Casualty	18 3/4	19 1/4
Life of Virginia	91 1/2	93 1/2
Lincoln National Life	190	195
National L. & A.	79 1/2	81
North American, Ill.	17 1/4	18 1/4
N. W. National Life	80	Bid
Ohio State Life	235	260
Old Line Life	42 1/2	45
Republic Natl. Life	43 1/2	45 1/2
Southland Life	78	81
Southwestern Life	100	104
Travelers	76 1/2	77 1/2
United, Ill.	24 1/4	25 1/4
U. S. Life	33 1/2	34 1/2
West Coast Life	35 1/2	36 1/2
Wisconsin National Life	61	64

Set N. J. Life Insurance Week

"Life insurance week" will be observed in New Jersey May 19-24. Plans of the New Jersey State Assn. of Life Underwriters include talks by members before local civic and fraternal groups, an all-day seminar, a banquet in Newark to mark the 20th anniversary of the state organization, and life insurance week proclamations by Gov. Meyner and every mayor in the state.

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The National
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Life Insurance



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DENVER 2, COLO.—234 Commonwealth Bldg., Tel. Amherst 6-2725. J. Robert Ebelhardt, Rocky Mountain Manager.

DES MOINES 9, IOWA—327 Insurance Exchange Bldg., Tel. Atlantic 2-5966. D. J. Stevenson, Resident Manager.

DETROIT 26, MICH.—613 Lafayette Bldg., Tel. Woodward 5-2305. William J. Gessing, Manager for Indiana and Michigan.

INDIANAPOLIS 20, IND.—5634 N. Rural St., Tel. Clifford 3-2276. William J. Gessing, Manager for Indiana and Michigan.

LOS ANGELES 66, CAL.—11326 Kingsland St., Tel. Texas 0-8159. E. C. Faris, Associate Pacific Coast Manager.

MINNEAPOLIS 3, MINN.—1038 Northwestern Bank Bldg., Tel. Federal 2-5417. Howard J. Meyer, Northwestern Manager.

NEW YORK 38, N. Y.—17 John St., Room 1401, Tel. Beekman 3-3958. J. T. Curtin and Clarence W. Hammel, New York Managers.

NEWARK 2, N. Y.—10 Commerce Ct., Tel. Market 3-7019. John F. McCormick, Resident Manager.

PHILADELPHIA 9, PA.—123 S. Broad St., Room 1027, Tel. Pennypacker 5-3706. Robert I. Zoll, Middle Atlantic Manager.

ST. LOUIS 2, MO.—221 Pierce Bldg., Tel. Chestnut 1-1634. Geo. E. Wohlgenuth, Resident Manager.

SAN FRANCISCO 4, CAL.—582 Market St., Tel. Exbrook 2-3054. Richard G. Hamilton, Pacific Coast Manager.

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H. S. Hagan Joins Pacific National As Vice-President

H. Smith Hagan, president of Midland National Life, will join Pacific National Life at Salt Lake City as senior vice-president May 31. Mr. Hagan became president of Midland National in 1954, and before that was vice-president for production. His innovations there include a disability department, a new accident line, A&S and hospitalization plans, new term riders and contracts, a public relations department, and data processing procedures. The company's assets grew by \$10 million and its insurance in force rose from \$70 million to \$162 million in the 5½ years he was there.



H. S. Hagan

Mr. Hagan entered insurance in 1929 as an agent for Prudential. In 1944 he went to Occidental Life where he became home office supervisor before joining Midland National.

See Chance Of Avoiding Group A&S Rate Control

(CONTINUED FROM PAGE 1)

grants, is based on a series of sections passed originally in the late 1930s. However, it has caused the companies virtually no trouble—far less, for example, than in New York, where the department has no statutory authority but has persistently tried to stretch the filing requirement into an approval requirement.

While the Pennsylvania requirement has caused comparatively little trouble, by no means all A&S insurers have agreed with the department's contention that the law gave the commissioner the right to regulate group A&S rates. Section 616 in the original series of provisions stated that no A&S policy could be issued or delivered unless forms, classifications and rates had been filed with an approval by the commissioner. This is the section cited by the attorney-general in the opinion relied upon by Commissioner Smith.

The basis for the companies' contention that they were not required to get rate approval—a contention tacitly conceded by a former commissioner in dropping the matter—was in former section 621.1, which dealt with group insurance and said that "forms" for it must be filed in accordance with section 616, but said nothing about rates.

Clarify Ambiguities

Companies that objected to getting rate approval for group A&S contended that "in accordance with section 616" referred only to the prescribed mechanical procedure for filing forms—in which case there was no basis for requiring rate approval. In 1955 the reference to section 616 was removed and the reference now is to a very generalized section—354—covering the filing of all forms for all lines of insurance and making no reference at all to rates. Company lawyers contend that this clarifies any possible ambiguity there may have been in the old section 616 reference and makes it clear that there is no basis whatever for the commissioner's claim to the right to regulate group A&S rates.

NALU Opposes Plans To Liberalize NSLI

(CONTINUED FROM PAGE 1)

ance from private companies at reasonable rates, and should be expected to do so."

Regarding proposals to allow conversion of presently non-convertible term NSLI, the NALU statement said: "As stated above, we are basically and unalterably opposed to any form of government life insurance program for veterans whose insurability has not been impaired by reason of military service. It therefore necessarily and logically follows that we are also opposed to any proposals that would liberalize the NSLI program by giving to those veterans who own policies of non-convertible 5-year renewable term insurance issued pursuant to section 621 of the NSLI act, as amended, the right to convert to permanent insurance plans.

"For the reasons that we have al-

ready given, any form of NSLI enjoys an unfair competitive advantage over life insurance sold by private insurers. To extend the conversion privilege to the presently non-convertible term NSLI policies would only enhance this unfair advantage. If veterans owning such policies now wish to buy permanent life insurance, you may rest assured that there are upwards of 200,000 tax-paying agents representing over 1,200 tax-paying legal reserve life insurance companies who will gladly sell them all that they want at reasonable rates.

"Moreover, it should be kept in mind that the veterans who would stand to benefit from this conversion privilege are those who, while in service, received \$10,000 of life insurance protection at no cost whatever to themselves."

Avoid Inflationary Stimulants, Says Oates

(CONTINUED FROM PAGE 4)

demand for goods and services for many years to come, the insurance executive pointed out.

"Unfortunately some segments of our population look toward government to solve problems for them," Mr. Oates said. "The proponents of government action are advocating massive public works, defense programs, agricultural price supports, federal aid to education and foreign aid as anti-recession measures and even more insistently advocating major tax reduction programs.

"If these advocates have their way federal spending will rise sharply, a generous tax cut will be voted, and the federal budget will be unbalanced revealing a huge and immediate deficit. If these programs are large enough and carried long enough they will eventually lead to substantial inflationary pressures with all the attendant dangers and further devaluation of the dollar."

Wherever possible, throughout industry, prices should be lowered and bigger discounts and trade-in allowances should be made, Mr. Oates suggested, saying that the people have the money, the buying power is there and it is up to industry to make them want to buy. He urged business to "do even better the things they already do well—such as bringing out new products and improving their production and distribution methods to reduce costs."

Government also can pursue appropriate policies to aid recovery, Mr. Oates declared. Its immediate responsibility is providing help to the unemployed, he emphasized. His other recommendations included:

- A realistic overhaul of government regulatory policy and practice to alleviate some difficulties encountered by important industries, especially in the field of transportation.

- Avoidance of large-scale tax reduction designed to stimulate consumer spending, because this reduction could generate violent inflationary pressure and create an unmanageable federal deficit.

- A program of tax reform with rigorous restraint on public budgets in order to reduce the burden of taxation on the nation's productive ability.

"It is right and proper that all taxpayers get some measure of relief from the tax burden," Mr. Oates declared.

Wesley J. A. Jones Goes To Surety Life

Wesley J. A. Jones has been named director of agencies for Surety Life.



Wesley J. A. Jones

He is a former managing director of International Assn. of A&H Underwriters, Chicago, and was with Mutual of New York as A&S training director at the home office, and at New Orleans and Lexington, Ky., with Mutual's general agencies in those cities. In his new position with Surety Life, he will be responsible for all sales operations. Agency management, agent training, sales, and promotion will be under his direct supervision.

Notable Program For Ohio Sales Congress

H. P. Gravengaard, vice-president and executive editor of the Diamond Life Bulletins department of the National Underwriter Co., will be closing speaker at the annual convention of Ohio Assn. of Life Underwriters May 8-9 at Hotel Hollenden, Cleveland. He will speak on "You in the Years Ahead," at the May 9 luncheon, preceding the annual business meeting of the association.

The first speaker on the program will be Harold W. Baird, Northwestern Mutual Life, New York City, on "The Case for the Career Life Underwriter." He will speak at the May 8 dinner of the Ohio Leaders Club.

Travelers Office Defies Recession, Sets Company-Wide All-Time Record For Week

"What's all this talk about a recession, anyway?" That's the question that agents of the Hartford branch office of Travelers set out to answer. They got their answer. During the five days from Monday to Friday noon the branch office wrote \$2,064,660 worth of life insurance—an all-time one-week record for any of Travelers 89 branch offices in its history.

The total during the campaign represented 92 individual applications submitted by 63 producers. Top agent during the week was Edward Algier, in his first year as a life insurance

75th Anniversary Brings Felicitations To Boston Assn.

WASHINGTON—National Assn. of Life Underwriters and its 730 local units joined in a 75th birthday salute on April 25, to the oldest member in the NALU family—the Boston Association.

NALU President Albert C. Adams telegraphed congratulations to the Boston president, Robert W. Boas.

The Boston Association is the first successful local association organized in the United States. Prime mover in forming it was Chauncey Ransom, publisher of the *Standard*.

Known as the "father" of the life underwriter association movement, Mr. Ransom in 1890 led in establishing NALU at a historic conference in Boston's Parker House. Earlier, in 1872 in Cincinnati, he had been the spark plug in forming an underwriter association, the idea having been suggested to him by the demoralized condition of the agency business in Cincinnati and elsewhere. The Cincinnati association disbanded in 1876.

Shortly after being formed, the Boston Association set out to stop rebating by agreement among its members. By 1887 it concluded that state legislation was necessary to stamp out this evil.

The association invited Massachusetts Insurance Commissioner Tarbox to an open meeting at which rebating evils were fully discussed. Mr. Tarbox was convinced that legislation was necessary and agreed to sponsor an anti-rebating bill. It passed in 1897—the first law prohibiting rebating and other discriminations between policyholders.

The Boston Association also has played a key role in NALU. The first NALU president was George N. Carpenter of Boston (1890-1891). Other Bostonians who have headed NALU were Ben S. Calef (1895-1896) and Paul F. Clark, (1928-1929). Mr. Clark is now chairman of John Hancock.

The Boston association's 75th anniversary will be celebrated officially on June 5, when it holds its annual meeting. A special issue of its publication, *News and Views*, will spotlight the event and will present congratulatory messages from Massachusetts business and civic leaders. With 1,455 members, the Boston association is the third largest in NALU, being topped by only New York and Chicago.

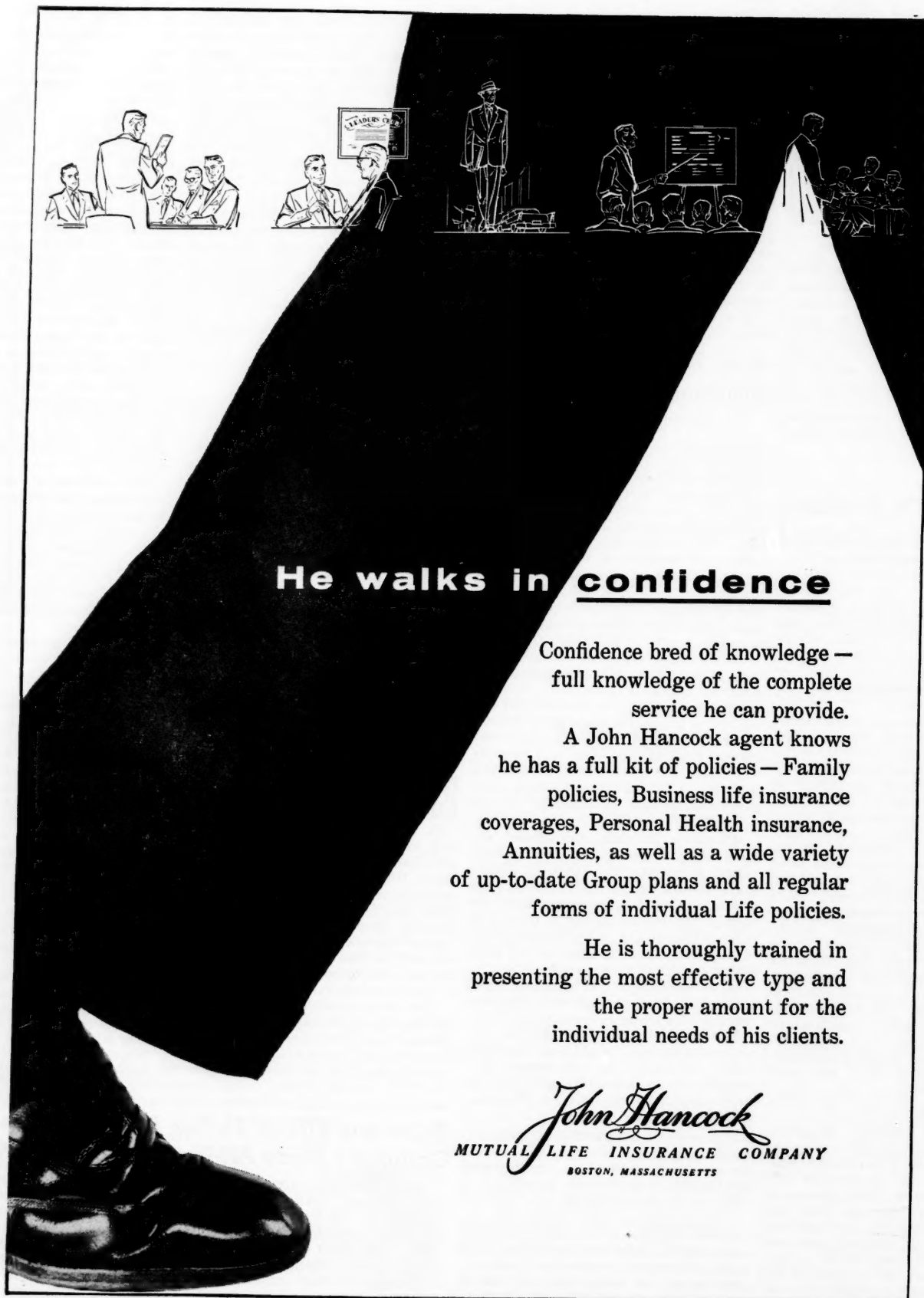
Sheehan To Address Minn. Club

Commissioner Sheehan of Minnesota will speak at the final meeting for the year of Insurance Club of Minneapolis, May 5. Officers will be elected for next fall, with Frank C. Easterly Jr., local agent, slated to succeed Warren W. Foster, state agent Aetna, as president.

agent with the company, who submitted three applications totaling \$225,000.

The campaign was aimed to end just before the annual Travelers Inner Circle conference for top agents who were being honored at Belleair, Fla.

A telegram sent from the Hartford branch to Manager Clarence Cook who was attending the Florida conference, stated in part: "What recession? Home office advises us that for the first time in Travelers history a branch office has produced over \$2 million in one week. P. S. Having a wonderful time, wish you were here."



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